MAY 2, 1955

35c PER COPY

BROADCASTING
TELECASTING

cost-per-thousand?

participations?

station breaks?

unduplicated circulation?

saturation campaign?

ratings vs. rates?

Say... whatever happened to programming?

Somehow, among the logarithms and sliderule wizardry . . under the mountain of rate cards, telescoping discounts and incompatible ratings – a *fundamental* about radio often gets lost. *Listeners tune in because they like a station's programs – and like 'em loud and clear.* In such a climate, advertising is more attentively received . . sales results more likely.

This uncomplicated psychology is one of several things that created the Quality Radio Group – a league of 36 prestige radio stations, each long-established, regionally dominant. Their power, community standing, and awareness of *quality* programming – these are vast assets to advertisers using the Quality Radio Group.

For the first time you can have nationwide coverage, reaching 90% of all U. S. radio homes, with only 36 prime stations. You get advantages of distinctive nighttime programming, choice of best local times, deep penetration of "outside" areas with minimum duplication of audience. *Yet your cost (including program and top talent) is less than for any other group of radio or TV stations – or any national magazine–with a comparable amount of coverage, audience, or acceptance.*

Interested? Then get yourself the facts from us right away!

t[Q]lity radio group, inc.

designed for maximum coverage with minimum duplication – at lowest cost

509 Madison Avenue, New York 22 – PLaza 1-0116

a rich nut to crack...

and the one tool that does it BEST!

You can crack a nut with a hammer. Or an ax or vise. But you don't. You use a nut cracker — the logical tool.

That's how it is with the Central South — a rich $2,713,371,000 market — more powerful in consumer spending power than the cities of Baltimore, Buffalo, Minneapolis, Cincinnati, or Houston.

At first glance the Central South is an apparently tough market for the time buyer to reach and sell. It's a little known market composed largely of small towns.

If you attempt to cover it with a combination of another Nashville radio station plus small town stations or with a combination of a Nashville newspaper and small town papers, the cost is three to fifteen times as high as WSM rates. And TV viewers in this market represent less than half the buying power of the Central South.

There is only one tool that opens this rich market at a cost within the bounds of the sensible advertising budget. It is radio station WSM.

May we prove this to you? We would like to put into your hands a new brochure about the Central South entitled "The Mystery Market." It shows the relative costs of advertising in this market for all major media. We believe it contains facts and figures not found in the files of even the most experienced time buyers. May we send you a copy?

WSM
RADIO
BOB COOPER, Sales Manager

NASHVILLE • CLEAR CHANNEL • 50,000 WATTS • 650 K.C.

Published
DeSales St

PULSE★

TELLS THE REAL LANSING STORY!

Lansing's listening preference for over 20 years and still number One-

WJIM
1240 kc.

AFFILIATED WITH
WJIM-TV ... Channel 6
NBC - CBS - ABC

Represented by Edward Petry

*PULSE for January 1955 *100% yardstick!*	SHARE OF RADIO AUDIENCE IN PERCENTAGE		
	WJIM	**Station "B"**	**Station "C"**
Monday thru Friday **7 am - 7 pm**	35	30	19
Monday thru Friday **7 am - 12 noon**	32	33	20
Monday thru Friday **12 noon - 6 pm**	36	29	19

WJIM's non-directional signal and great antenna height provide the greatest coverage in the rich Central Michigan market.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

a tip from the BIG TOP
MR. CHANNEL 8
316,000 WATTS
WGAL·TV
LANCASTER, PA.
NBC • CBS • DuMont
It takes real showmanship, the best acts, to draw the biggest crowds under the Big Top. WGAL-TV follows the same principles in presenting the best programs to reach the largest audience—and that SELLS your product. This super-powered station's 316,000-watt signal sends your message from its mountaintop transmitter location to the vast Channel 8 Mighty Market Place. Yes, WGAL-TV is the one station that reaches this rich market with a population of over three million people who have more than $5¼ billion to spend. For peak sales results, buy WGAL-TV.
STEINMAN STATION • CLAIR McCOLLOUGH, PRES.
Representatives:
MEEKER TV, Inc.
NEW YORK LOS ANGELES CHICAGO SAN FRANCISCO
Channel 8 Mighty Market Place
Harrisburg York Lebanon Reading Hanover Pottsville Gettysburg Hazleton Chambersburg Shamokin Waynesboro Mount Carmel Frederick Bloomsburg Westminster Lewisburg Carlisle Lewistown Sunbury Lock Haven Martinsburg Hagerstown

closed circuit.

SIGNIFICANT OMISSION • Man whom FCC Chairman George C. McConnaughey has drafted as his engineering aide turns out to be former trusted investigator for Sen. Joseph R. McCarthy. That fact was omitted from official biography released by Commission last week. He is Christian E. Rogers Jr., also lawyer and ex-broadcaster who served with Republican National Committee during 1948 campaign as assistant radio-tv director (story page 83).

B•T

WHILE on McCarthy staff from March to August 1953, investigator Rogers spent much of his time in FCC Secretary's office probing into Commission files and pending cases. He was detailed to FCC study at time Sen. McCarthy was incensed over Commission handling of plea by Hearst's WISN Milwaukee for educational ch. 10 there and at time when Senator was known to be interested in background of broadcaster - publisher Edward Lamb, whose WICU (TV) Erie, Pa., now is before Commission in license renewal hearing (story page 80).

B•T

NEVER AGAIN • Network executives supervising Operation Cue at Yucca Flats, Nev. (story page 78), took "never again" attitude after events of last week resulted in disrupting of schedules and immobilizing of top news personnel to await blast. Their view was that if there are future tests, they should be covered in regular news schedule and not as separate special event projects.

B•T

WHEREVER broadcasters congregate, question now is: "What about subscription tv?" In huddle at Las Vegas, Nev., last week, awaiting atomic maneuver Operation Cue, NBC President Sylvester L. (Pat) Weaver disagreed that "narrowcasting" was descriptive of toll plan. He called it: "Dollarcasting."

B•T

UHF COLOR? • Sen. Warren G. Magnuson gave some conferees uneasy moment last Monday at his private meeting with tv set manufacturers (see page 27) when he said one way to assure inclusion of uhf gear in receivers would be to confine color television to uhf band. Later he explained that was extremist view and only one of many which had been presented as solution to uhf problems.

B•T

EFFORT is being made by Senate's Magnuson committee to get network-tv inquiry "on the road" prior to Congressional adjournment this summer. Simultaneously, FCC, with its $80,000 special appropriation in its money belt, hopes to get its inside study underway with new personnel by July 1.

LETTER READERS • All during last week, team of three women were checking huge file of letters to FCC on subscription tv—keeping score, jotting down names and addresses. They identified themselves as hired by AAA Letter Service, Washington, to do job for unidentified client. The client, it turns out, is Peter R. Nehemkis Jr., Washington attorney, who admitted he was acting for Zenith Radio Corp.

B•T

WESTINGHOUSE Corp. (major appliances), through its agency, Fuller & Smith & Ross, Cleveland, will use 180 radio markets for saturation spot announcement campaign starting mid-May for 16 weeks.

B•T

LIGHT MAIL • Despite significance of subject, only seven members as of last Friday had written NARTB to comment on Television Board's anti - subscription television resolution [B•T, April 18]. Four writers opposed board's stand; three supported it.

B•T

GENERAL MILLS, through Tatham - Laird, has bought Tales of the Texas Rangers *for fall telecasting on CBS-TV in Saturday, 11:30 a.m. time slot. Direct purchase of program property was negotiated by GM with Stacy Keach, creator and producer of former NBC Radio version which starred Joel McCrea. GM, original sponsor of radio series, is surveying production companies to film series. New tv program will fill current* Captain Midnight *spot, co-sponsored by GM (Kix) and Wander Co. (Ovaltine), both Tatham-Laird accounts.*

B•T

NUMBER PLEASE • Taking advantage of presence of FCC Comr. Robert E. Lee in Las Vegas for Operation Cue last week (story, page 79), both broadcast and newspaper executives complained about operation of Southern Nevada Telephone Co., independent company which hasn't yet installed dial system. Delays on local calls run 20-30 minutes. Some visiting firemen covering A-bomb blast resorted to Western Union to get home offices to call them back. Mr. Lee said he would report complaints to FCC telephone staff.

B•T

"FANTASTIC" damage to mobile units and tv equipment at Yucca Flats reported by NBC-TV and CBS-TV by swirling desert sands whipped up by 80-mile gales. No estimate given, but technicians said all equipment would have to be taken apart, much of it condemned or replaced.

B•T

MADAME MERCHANDISER • FCC Comr. Frieda Hennock handled promotion of her belated dissent to FCC majority comments on television troubles with professional flair (see story page 27). Blanketing Capitol Hill early Friday with 1,000 copies which FCC duplicating staff worked four hours overtime to complete, she kept 600 more in reserve. She had begun telephoning major newspapers as early as Thursday to notify them of upcoming release which was dated Sunday. Her dissent came six weeks after FCC majority submitted its comments to Magnuson committee on Plotkin and Jones reports.

B•T

NEXT station to be acquired by Hearst Corp. will probably be uhf. Hearst already owns vhfs WBAL-TV Baltimore and WTVW (TV) Milwaukee, is applicant, through associated company, for contested ch. 4 Pittsburgh, has announced it intends to go for full station portfolio. Company is now negotiating with at least one uhf owner.

B•T

LIBEL RELIEF • Senate Communications Subcommittee headed by Sen. John O. Pastore (D-R.I.) plans target date within two or three weeks to begin hearings on several measures affecting communications, among them Sen. John M. Butler's bill to relieve broadcasters of liability for defamatory statements made on radio-tv by political candidates. Also to be considered is measure introduced by Senate Commerce Committee Chairman Magnuson to amend "protest" section of Communications Act.

B•T

NETWORKING of video tape recording—in full color—will be demonstrated within 10 days. Minnesota Mining & Mfg. Co., leading audio-video tape developer, and RCA have been working on tv tape research, are said to have practical system ready for showing. New York-St. Paul demonstration scheduled May 12 in connection with dedication of new MM&M plant.

B•T

DOUBLE TROUBLE • Although there were hints last week that FCC's license renewal probe of Edward Lamb's WICU (TV) Erie, Pa., may end soon if Mr. Lamb enters summary defense case, windup of six-month hearing may hit snag this week as participants are subpoenaed to appear at perjury trial of turnabout witness Mrs. Marie Natvig beginning Tuesday (story page 80). Even Examiner Sharfman was served.

B•T

NBC-TV, which is selling new hour-long Perry Como Show, *starting in fall in 20-minute segments, reportedly has sold all but one-half of one 20-minute portion. Warner-Lambert Co. (cosmetics and dentifrices) will sponsor one segment; Kleenex and Dormeyer Co. (appliances) share another 20-minute period, and Noxema one-half of final portion.*

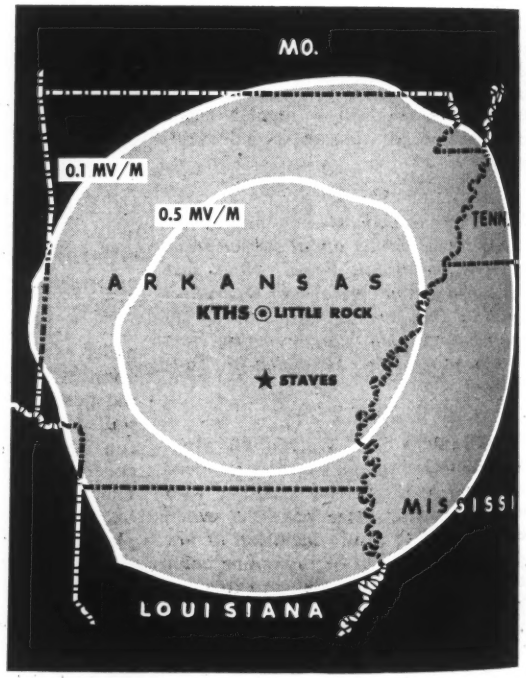
KTHS (LITTLE ROCK)

BARRELS AWAY AT *Staves*, TOO!

KTHS, Little Rock, is 50,000 watts—Basic CBS. It is listened to regularly by hundreds of thousands of people in towns and villages *far beyond the Little Rock Trading Area!*

Consider *Staves* (Ark.) for example. With only 167 persons, it's not much of a market in itself. But as one of *many* towns, villages and farms reached by KTHS, it *is* important. Actually, it would take about 21,000 Staves to equal the population in the KTHS interference-free daytime coverage area!

Let your Branham man give you all the big KTHS facts.



The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

at deadline

NBC Broadening Hunt For New Talent—Weaver

PLANS for ambitious "multi-million dollar" national-international talent development program by NBC in comedy, opera and other fields projected Friday by President Sylvester L. (Pat) Weaver. Network's comedy development project will be "broadened and expedited" as initial step, he reported, addressing capacity crowd at Chicago Executives Club luncheon.

Mr. Weaver said NBC is "exploring every conceivable source" for various types of talent and asserted tv can "sustain and broaden" excitement and public interest and serve advertisers only with "fresh ideas and formats." He said there is "still danger of television being compressed into a living room toy" for children. NBC is currently negotiating with Richard Rodgers and Oscar Hammerstein, Broadway collaborators, for original opera for tv.

Among projects "under consideration" Mr. Weaver cited: (1) utilization of periodically unused network cables for "audition" of local station talent and development of network shows with various origination points; (2) showcasing of radio programs with view toward eventual use of talent on video; (3) assistance to Broadway producers in casting of network plays; (4) provision of scholarships for outstanding dramatic school graduates.

Mr. Weaver expressed hope, in reply to query, that "the future form of radio will be discernible" within 10 years and predicted automation will bring new techniques in selling, with a vital role for color tv in moving goods.

Box Office Tv Sets Commercial Test Studio

BOX Office Tv Inc., New York, producer of industrial and business closed circuit tv, will open tv studio in New York in few weeks to test commercials for agency and clients, William P. Rosensohn, BOTV president, said Friday.

Mr. Rosensohn said negotiations have been underway for several months with leading advertising agencies. He claimed their reaction "has been most encouraging." It was understood that BOTV's commercial testing will be patterned after that used by J. Walter Thompson Co. in its New York in-shop tv commercial studio. BOTV's service, which will be supplementary to its industrial-business large-screen telecasts, will be available to limited number of subscribers on yearly contract basis, Mr. Rosensohn said. Box Office will offer fully-equipped studio, film channels, film and live tv cameras, editing equipment, lighting, scenery and BOTV technicians and specialists.

Anti-Bait Code Drawn

VOLUNTARY move by 13 radio and tv stations in Cincinnati area to curb bait-switch advertising announced Friday by George C. Young, president of Cincinnati Better Business Bureau and chairman of Bait Advertising Committee of National Assn. of Better Business Bureaus. Stations adopted standards for copy acceptance of all advertising offers involving salesman's visits to listeners' homes, he said, praising cooperation in effort to curb advertising abuses.

COLORED SETS

COLOR tv has arrived—that is, the color of the tv cabinet. Emerson Radio & Phonograph is introducing 17-inch table model (model 1102, at $139.95 list price) in choice of eight pastel colors: carnation pink, citron yellow, French grey, willow green, sky blue, sudan ebony, butternut blonde and mahogany finish. According to Michael Kory, Emerson's director of sales, pastel offering will permit matching of color motif of bedroom, children's room, playroom, dining room, den, porch, patio "as well as living room."

Quality Group to Add Weekend Daytime Hours

QUALITY Radio Group will add Saturday and Sunday daytime hours to full week nighttime coverage already offered advertisers, it was announced Friday after quarterly meeting of board in New York. Ward L. Quaal, QRG president, also announced that WGBS Miami, Fla., has been accepted as stockholder-member.

Group was shown new sales presentation by William B. Ryan, Quality's executive vice president, drawing optimistic picture of future of radio through QRG's plan. Board also approved organization plans and budget as submitted by Mr. Ryan.

In addition to Messrs. Quaal and Ryan, following attended meeting: W. Howard Summerville, WWL New Orleans and QRG vice president; Don Thornburgh, WCAU Philadelphia; Ralph Evans, WHO Des Moines; Chris J. Witting, Westinghouse Broadcasting Corp.; Frank P. Schreiber, WGN Chicago; C. T. Lucy, WRVA Richmond, and Frank Fogarty, WOW Omaha. Other board members (not present): John DeWitt, WSM Nashville; J. Leonard Reinsch, WSB Atlanta; Charles H. Crutchfield, WBT Charlotte, N. C., and James M. Gaines, WOAI San Antonio.

SECOND LOOK

WALL Street Journal ran optimistic radio story Friday which came almost month after its headlined "Radio Fading" article which provoked protests [B•T, April 4].

Last March, *Journal* ran lengthy article referring to sinking network radio revenues. Headline, however, encompassed all radio, did not spell out that article dealt with network radio only.

On Friday, *Journal* made amends. It ran column and half story on local station sales gains by staff radio-tv expert Joseph M. Guilfoyle. Story pointed up how stations are boosting local and national spot revenue through heavier and better audience and sales promotion, new programming ideas, merchandising and editorializing.

• BUSINESS BRIEFLY

POWDER PUFF • Lady Esther Face Powder will introduce its "whirled-in-lanolin" face powder with largest advertising expenditure that has been spent on any brand face powder in past 20 years, firm has announced. Campaign will consist of 13 weeks of saturation television spots in 21 major markets, in addition to magazine and newspaper campaigns. Biow-Beirn-Toigo, N. Y., is agency.

AIR FOR AERO • American Home Products Corp., N. Y. (Aero Shave), through Geyer Inc., N. Y., planning television spot announcement campaign in 20 markets, effective May 25. Contracts run through end of year.

SIMONIZ ADDING • Simoniz Co., Chicago, adding several markets to its current radio campaign, effective May 16, for 13 weeks. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

SWEETS AND LOWE • Joe Lowe Corp., N. Y. (frozen ice and ice cream confections), has bought participations on *Pinky Lee* show on NBC-TV, effective May 2 for 11 weeks. Firm will promote contest on show. Paris-Peart, N. Y., is agency.

GOING SOUTH • Pharma-Craft Corp., N. Y. (Fresh deodorant), adding number of southern markets to its radio spot announcement campaign effective May 2 for 13 weeks. J. W. Thompson, N. Y., is agency.

Justice Dept. Ad Suit Won't Stick, Link Says

GEORGE LINK Jr., general counsel for American Assn. of Advertising Agencies, said Friday that AAAA is certain that it will be absolved of any antitrust violations if and when Dept. of Justice files complaint against it and media associations for maintaining agency "recognition" system, including use of 15% commission to agencies (see early story page 31).

Mr. Link said proposed complaint is same as that tried by FTC in 1923-30 and subsequently dismissed. That complaint was against AAAA, American Newspaper Publishers Assn., Southern Newspaper Publishers Assn., Six-Point League and American Press Assn. He noted that after seven years of litigation and full argument before FTC, case was dismissed, government made no appeal and in effect found that AAAA's and others' operations did not violate antitrust laws. Since that time, he said, there have been no changes in law, although there have been some further interpretations. He noted that Justice Dept. had inspected AAAA files and those of "certain other leading advertising associations" for evidence of violations of antitrust laws by advertising industry. This search, he said, went back some 20 years. He said he had inspected government's proposed complaint at conference Thursday with Antitrust Division attorneys.

WBRE-TV Always Head of the Class

GREATEST COVERAGE!

The nations first Million Watt Station serves a 70-mile radius, comprising 17-counties (plus) in N. E. Pennsylvania with a population of over 2,000,000.

GREATEST AUDIENCE!

ARB and PULSE surveys show that WBRE-TV has an average weekly share of audience of over 40% and leads by 23% to 400% over the other stations!

One station . . . WBRE-TV . . . delivers the viewers in the key marketing areas of Wilkes-Barre, Scranton, Hazleton, Sunbury and Williamsport.

Verified Set Count of 250,000 as of April 1955

GREATEST ADVERTISING BUY!

Your Headley-Reed representative has these and many more facts to prove the consistent class leadership of WBRE-TV . . . he will be glad to show them to you.

WBRE -TV Ch. 28

NBC

Wilkes-Barre, Pa.

National Representative The Headley-Reed Co.

at deadline

Clear Channel Stations Oppose Daytimers' Plea

CLEAR CHANNEL Broadcasting Service has filed opposition with FCC to 1954 Daytime Broadcasters Assn. petition asking that daytime stations be permitted to start broadcasting as early as 5 a.m. and to cease broadcasting as late as 7 p.m. local time, without regard to sunrise or sunset.

CCBS said this would cause interference not only to clear channel stations but also regionals and even other daytimers. It pointed out that at certain seasons sunrise is as late as 8 a.m. and sunset as early as 4:15 p.m. This means five hours and 45 minutes when daytimers would be operating during nighttime propagation conditions, depriving "untold numbers of citizens" of present, interference-free service, CCBS said. It said full engineering study should be made before any action by FCC on daytimers' request.

Luckman Says Congress Should Pay for Campaign

TO PREVENT television from making political campaigns even more expensive than that of 1952, which he called "most costly" in history, Charles Luckman, partner in architectural firm of Pereira & Luckman, urged that Congress allot each party $3 million (present legal limit of campaign funds) and outlaw all campaign contributions by persons or organizations. Move would also eliminate obligations of successful candidates to large contributors, former president of Lever Bros. told Women's Advertising Club of Washington in Friday noon address.

Lauding tv's potential educational, social and religious impact, Mr. Luckman said tv's greatest service to mankind could be in ending war. "Televising the frightful horrors of battle would result in mass revolt against those responsible for war," he declared. "Great as was the noise [at Hiroshima], the sound of the dropping bomb would have been infinitesimal as compared to the heartrending cry of anguish that would have risen up around the world if that event had been televised."

Vhf to Seek 400 Kw

IN MOVE to become tv powerhouse in Nation's Capital, ch. 7 WMAL-TV Washington is expected to file bid with FCC this week for signal boost and new directional antenna which will pour 400 kw effective radiated power in egg-shape pattern over metropolitan district. Erp now is 22 kw. If FCC acts promptly, WMAL-TV predicts conversion by mid-September. Standard Electronics has equipment pact.

Uhf Permit Given Up

PERMIT for ch. 21 KUSH (TV) San Diego will be surrendered, station advised FCC Friday after decision not to complete construction in market where two vhf outlets already are on air, ch. 8 KFMB-TV and ch. 10 KFSD-TV. Permittee is Elliott L. Cushman, publisher local *Shopping News*. Post-thaw deletions total 141 (112 uhf, 29 vhf).

COLOR RATES

AT&T Friday asked FCC to extend to Nov. 30 present experimental color tv rates for intercity connections. Present authority to charge experimental rates for color interconnections runs out May 31. AT&T instituted special color charges following FCC approval of compatible color standards early in 1954. It has asked for extensions periodically since then. Experimental color rates contain same charge as for black and white for mileage, but include special additional fees for terminal connections.

Pennsylvania Broadcasters Elect Connolly President

PENNSYLVANIA Assn. of Broadcasters Friday elected Joseph T. Connolly, WCAU Philadelphia, as president, succeeding David Bennett, WTPA (TV) Harrisburg, and passed resolutions asking negotiation with state athletic groups for "fair and equitable" fee for sports events, condemning bait-switch ads and double billing and opposing free political time (also see story page 50).

Other officers: first vice president, Thomas B. Price, WBVP Beaver Falls; second vice president, Roy E. Morgan, WILK-AM-TV Wilkes-Barre; secretary, J. Wright Mackey, WRAK Williamsport; treasurer, T. W. Metzger, WMRF Lewistown; district directors—Thompson K. Cassel, WATS Sayre; Philip B. Hirsch, WLEU Erie; Will Ketner, WVAM Altoona; Thomas E. Martin, WEEU Reading; directors at large—George Koehler, WFIL-AM-TV Philadelphia; Robert E. Trace, WMGW Meadville; Herbert Kendrick, WHGB Harrisburg; Leonard Kapner, WCAE Pittsburgh.

Subscription Television: Opposition and Debate

NEW York State American Legion Friday passed resolution against pay-tv on ground it would deprive "thousands" of disabled veterans in hospitals of free tv entertainment. Resolution asked national board of legion to urge FCC and Congress not to make ruling or pass legislation that would change "fundamental system of broadcasting and telecasting in the U. S. hitherto devoted to free entertainment, information, education and other programs."

At same time, NBC debate on pay-tv was scheduled for May 8, 4-4:30 EDT. Anti-subscription tv position will be made by theatre owner Alfred Starr, co-chairman of Organizations for Free Tv. Pro-subscription tv spokesman will be Zenith-appointed, but was not yet known.

UPCOMING

May 3-6: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.
May 5-8: American Women in Radio & Television, annual convention, Drake Hotel, Chicago.

PEOPLE

BROWN BOLTE and **EDWARD ESTY STOWELL,** with Benton & Bowles, N. Y., for 14 and 21 years, respectively, elected executive vice presidents.

JOHN BOYD and **GABRIEL ONDECK,** assistant creative directors, Compton Adv., N. Y., elected vice presidents.

NORMAN W. GLENN, vice president, Doherty, Clifford, Steers & Shenfield, N. Y., appointed director, radio-tv programs and production. Mr. Glenn also is in charge of broadcast planning. **RUSS AMBRUSTER,** same agency, promoted to senior radio-tv producer and **FRANK DENNIS** continues as vice president in charge of radio-tv commercial copy.

RICHARD A. MANCINI, vice president and art director, Lennen & Newell, N. Y., named senior vice president and administrative art director. **WILLIAM WEBER,** art director, same agency, named vice president.

DON ROSS, account executive, CBS Radio Spot Sales, S. F., named national sales manager, Columbia Pacific Radio Network, Hollywood.

VICTOR E. FORKER, sales development manager and account executive, Blair Tv, and **HENRY W. SIMMEN,** account executive, Weed & Co., both representative firms, N. Y., to WNEW New York as account executives.

DAVID LOWE appointed director of programs of WABD (TV) New York, Ted Cott, newly-named manager of DuMont's owned and operated stations division (see page 84), announced Friday, in move said to be "first step in developing WABD (TV) as an autonomous unit." Mr. Lowe, who has been with DuMont network for five years as producer-director, will report to WABD Station Manager George L. Baren-Bregge.

Webster-Chicago Corp. (tape recorders, record players, phonographs) Friday announced election of six new vice presidents: **EDWARD R. JOHNSON, H. R. LETZTER, WALTER HERMANN, H. D. VON JENEF, EDWARD J. MORITZ** and **CHARLES S. CASTLE.**

WAYNE A. LANGSTON, director-writer at Sarra Inc., Chicago, film production firm, to George Ryan Films Inc., Minneapolis, as vice president and general manager.

RICHARD P. HOLLAND resigns as executive vice president and treasurer of Harold Cabot & Co., Boston, effective today (Monday), to establish advertising consultant business in Boston.

BURROUGHS H. (BUCK) PRINCE and **MIKE ZEAMER** will serve as managing editor and entertainment producer, respectively, on *Monitor,* new NBC Radio weekend program service, starting June 12. Messrs. Prince and Zeamer have been associated with Jim Fleming, executive producer of *Monitor,* on NBC-TV's *Today* and NBC Radio's *Voices and Events.*

DICK KIMBALL assumes duties of production coordinator at KWK-TV St. Louis.

C. W. TAYLOR, acting manager, tube parts and machinery sales, Tube Div., RCA, appointed to newly-created post of manager, color kinescope marketing, RCA Tube Div.

BILL BARRON, publicist, Don Lee Broadcasting System, Hollywood, named public relations director of am-tv operations, succeeding **RODNEY (BUD) COULSON,** who moves to Disneyland Park, Anaheim, Calif. as publicist.

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Sol Taishoff

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BUREAUS
NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355

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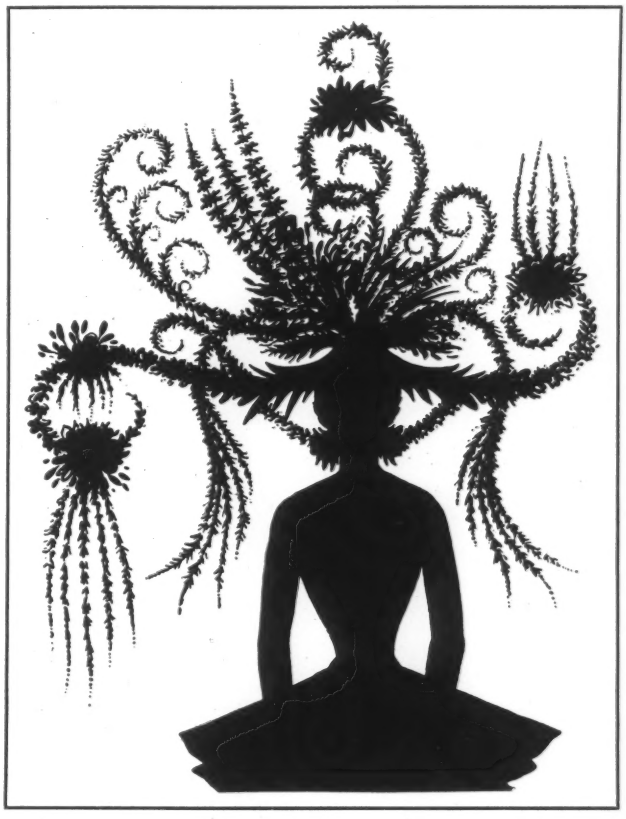
TOPS AGAIN!



KTLA

Heads The Parade

THE spectacular Las Floristas Headdress Ball, with a "circus" motif for its colorful floral creations, was presented to Southern California viewers in its *full-color splendor* by KTLA in cooperation with Motorola Television in many communities.

This marked the first time in television history that an indoor remote color telecast was ever attempted on the West Coast.

Another in the long list of *firsts for KTLA!*

KTLA Channel 5 **LOS ANGELES**

Represented Nationally by PAUL H. RAYMER COMPANY

Mother

It's an Old American Custom

One of the most cherished of all American customs is honoring mom on "her" day. Though it be mother, ma, mum or maw – depending on her age and the region – the feeling's the same in all hearts. M is for the millions of things she gave us...

M, too, is for the millions of moms who provide a loyal day-in-and-day-out audience for local TV personalities in these major American markets. Their regular viewing has become another strong ingrained American habit. Moms have skyrocketed their favorite local TV personalities into the most powerful sales force in their own communities—by doing as they do, and as they say. We love 'em!

WSB-TV . . . . . Atlanta	**WATV . . . . . New York**
WBAL-TV . . . . . Baltimore	**WTAR-TV . . . . . Norfolk**
WFAA-TV . . . . . Dallas	**KMTV . . . . . Omaha**
KOA-TV . . . . . Denver	**WTVH-TV . . . . . Peoria**
WICU . . . . . Erie	**WENS . . . . . Pittsburgh**
KPRC-TV . . . . . Houston	**WOAI-TV . . . . . San Antonio**
WJIM-TV . . . . . Lansing	**KFMB-TV . . . . . San Diego**
KARK-TV . . . . . Little Rock	**KGO-TV . . . . . San Francisco**
KABC-TV . . . . . Los Angeles	***KTBS-TV . . . . . Shreveport**
WTVW . . . . . Milwaukee	**KREM-TV . . . . . Spokane**
KSTP-TV . . . . . M'p'l's-St. Paul	**KOTV . . . . . Tulsa**
WSM-TV . . . . . Nashville	**KEDD . . . . . Wichita**

ABC Pacific Television Regional Network

**On air—Sept. 1st, 1955*

REPRESENTED BY

Edward Petry & Co., Inc.

New York • Chicago • Los Angeles • Detroit • St. Louis • San Francisco • Atlanta

Let's Splice the Main Brace*

If ever a toast was in order—now's the time, because as usual WTRF-TV shows a sweeping majority of viewers by all accepted standards of measurement. Whether you're a Pulse, Hooper or ARB man you'll find proof that WTRF-TV is the big favorite in the Wheeling-Steubenville market.

HOOPER — Latest Hooper shows "This Is Your Life"-48; Dinah Shore-43; Tennessee Ernie-23; Pinky Lee-32; George Goebel-52!

ARB — Results of the March ARB Survey were fabulous—and Hollingbery has the full story.

PULSE — The latest Telepulse ratings are now in—and again WTRF-TV scores a clean sweep!

No matter how you look at it (and apparently most everyone in the Wheeling-Steubenville market is looking at it) WTRF-TV is the television station to carry your message to the 304,778 television homes in this rich, important 2 billion dollar market. For availabilities call Hollingbery or Bob Ferguson, VP & General Manager, Wheeling 1177.

*Sailor Talk—"to take a drink"—especially after an important victory.

WTRF-TV Channel **7** 316,000 watts

WHEELING, W. VA.
Equipped for network color

OPEN MIKE

Basketball Broadcasts

EDITOR:

Re the item headed "Sports Stations" [B•T, April 25], WFOB-AM-FM Fostoria, Ohio, may well be proud of its record of sports broadcasts of basketball games last season, but is wrong in the belief that it is the best record in the nation.

WDEV Waterbury, Vt., broadcast not only the A and B games, but also Class C, plus the A, B and C tournaments in the Green Mountain State, the New England Schoolboy tourney, the home games of Norwich Academy and part of the schedule of St. Michael's College, Middlebury College and the U. of Vermont. My assistant, Arch Chapman, and I traveled 4,500 miles through the snowy Vermont winter to do the games and missed nary a one . . .

Ted Powers, Sports Director
WDEV Waterbury, Vt.

Plane Time

EDITOR:

Congratulations to B•T for your excellent picture treatment of Bulova's latest product, punishment film [B•T, April 18]. We think the film dramatically tells how Bulova watches, mounted uncushioned on the outer parts of a jet plane, can receive and withstand sonic pounding.

Norman Gladney
Dir., Tv-Radio Sales Promotion
Bulova Watch Co., Flushing, N. Y.

The Carolinas

EDITOR:

Your recent feature on the Carolinas [B•T, March 21] made the region come alive almost as much as an actual visit—a tribute to Frank Beatty's vivid reporting. As a transplanted Carolinian who visits fairly regularly, I can testify to the surging feeling of confidence and expectancy one gets on seeing the building and activity going on in the two states.

These area pictures are basic information presented interestingly which, glory be, is a B•T habit that goes back a long time.

C. K. Carmichael
Benton & Bowles Inc., New York

EDITOR:

Forgive my belated appreciation for the outstanding market story on the Carolinas. We thought we had done a thorough job in analyzing this powerful area, but we must admit that we learned a lot from your excellent coverage and analysis. . . .

Charles E. Smith, Pres.
WTMA Charleston, S. C.

Self-Inflicted Wounds

EDITOR:

If radio station managers would only absorb some of the advice offered by Kevin Sweeney in "Radio: That Dip Isn't a Trend" [B•T, March 28] they might stop singing the blues and become reacquainted with the medium that, had it not been such a hardy one, would have been felled years ago by their frightened attempts at mass suicide and wholesale desertion. . . .

Before there is any chance at all of winning back former radio listeners and advertisers, radio is going to have to thin out some of the commercials from its early morning schedules, free itself of the faddish notion that talkative disc jockies are a sure cure for radio's ills, and convince itself once again that the nighttime hours should not be abandoned to television.

Anyone who, on a weak tv night, has turned to the radio in fond hope of finding something new, novel, and intriguing wastes very little time in hastening back to mediocre television—feeling almost as if he had walked into a room where a cold corpse was lying unattended. Although radio still likes to blame tv and the press for its troubles, the fact still remains that most of radio's wounds are self-inflicted.

Bill Bennett, Publicity Dir.
WKBZ Muskegon, Mich.

Beacom to Baer

EDITOR:

In your April 11 issue, under the heading CLOSED CIRCUIT, I noted you listed J. Patrick Beacom as owner of WVVW and WJPB-TV Fairmont, W. Va.

This is incorrect and I am curious to know where you got your information. The controlling interest, 75% of all stock, is owned by D. D. Baer.

Donn D. Baer, Pres.
WVVM and WJPB-TV
Fairmont, W. Va.

[EDITOR'S NOTE: B•T apologizes for the reporter who forgot that last December the FCC approved the transfer of a 75% interest in the Fairmont stations from Mr. Beacom to Mr. Baer for $72,500 (B•T, Dec. 20).]

Tv Map Updated

EDITOR:

Marge Scanlan gave me the new list of television stations to go with the map . . . We think it is an excellent idea. When I came in yesterday morning I found my secretary completely surrounded by black ink, white ink, black dots, the old listing, the new listing, and the Standard Rate book and before too long she had completely updated the map. From now on she'll be watching the new station list in B•T . . .

Linnea Nelson
Kudner Agency Inc., New York

[EDITOR'S NOTE: B•T has printed updated lists of tv stations in the U. S. and Canada on gummed paper, suitable for covering the earlier station lists on the TELECASTING maps.]

Powerful Sales Tool

EDITOR:

On many occasions, we use B•T as a powerful sales tool in addition to the industry news.

Several issues ago a story was featured on banking [B•T, March 28] and we had planned to use this story in preparation of winning an account . . . We were using this magazine to win one account and misplaced the issue. We badly need another copy of that issue with the story on the banking operation which used the early morning weather forecast. . . .

W. J. Isenhower, Com. Mgr.
WJOT Lake City, S. C.

Agencies Find Yearbook Helpful

EDITOR:

. . . The very comprehensive BROADCASTING YEARBOOK-MARKETBOOK for 1955 (is) a valuable reference book to have handy and B•T is to be complimented for this useful service . . .

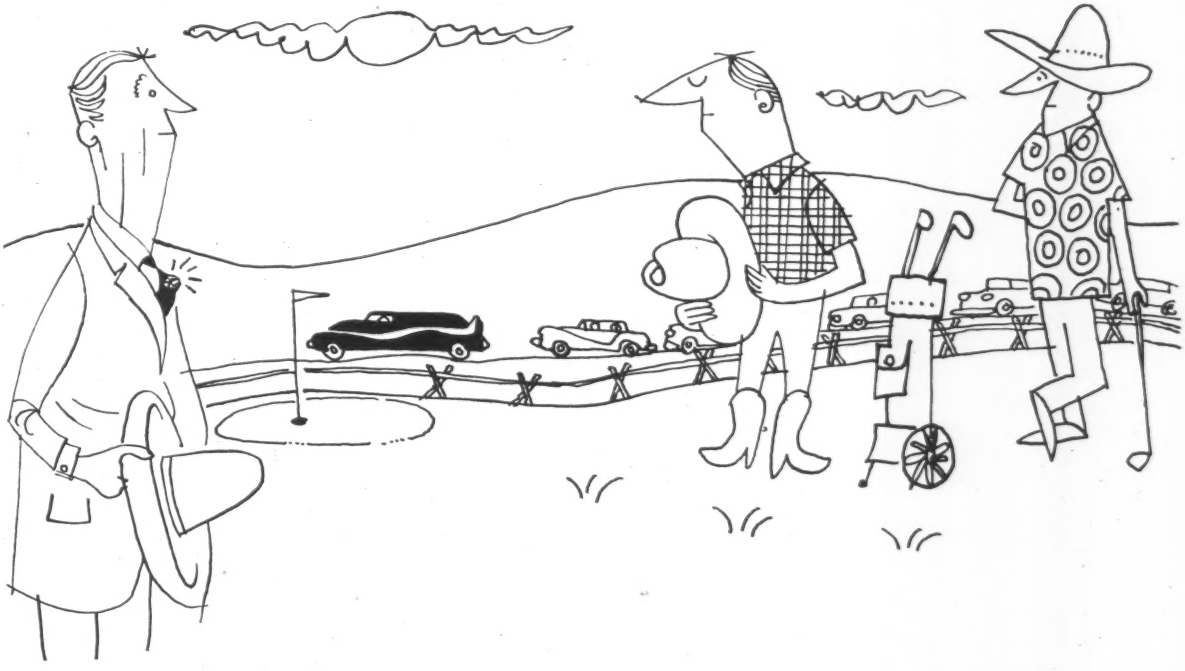
In fact, I'd like to take this opportunity to say that the weekly copy of B•T is also kept at hand in my office and its thorough coverage of up-to-date developments in the business makes it one of the outstanding publications in its field—not to mention the time it saves me.

Nicholas E. Keesely
Senior V. P., Radio & Tv
Lennen & Newell Inc., New York

EDITOR:

. . . After looking through the YEARBOOK-

PARTING IS SUCH SWEET SORROW,
or let's keep sediment out of this



THE road to a cemetery passed a golf course near a tee at which a foursome was waiting its turn to drive. A funeral procession came by; one old member of the group rose, removed his sun visor, and stood with head bowed in devout attention until the hearse was out of sight.

"Mac, you old coot," said one of his opponents, "we been playing golf together for twenty years, and that's the first time I ever see you show such tender feeling."

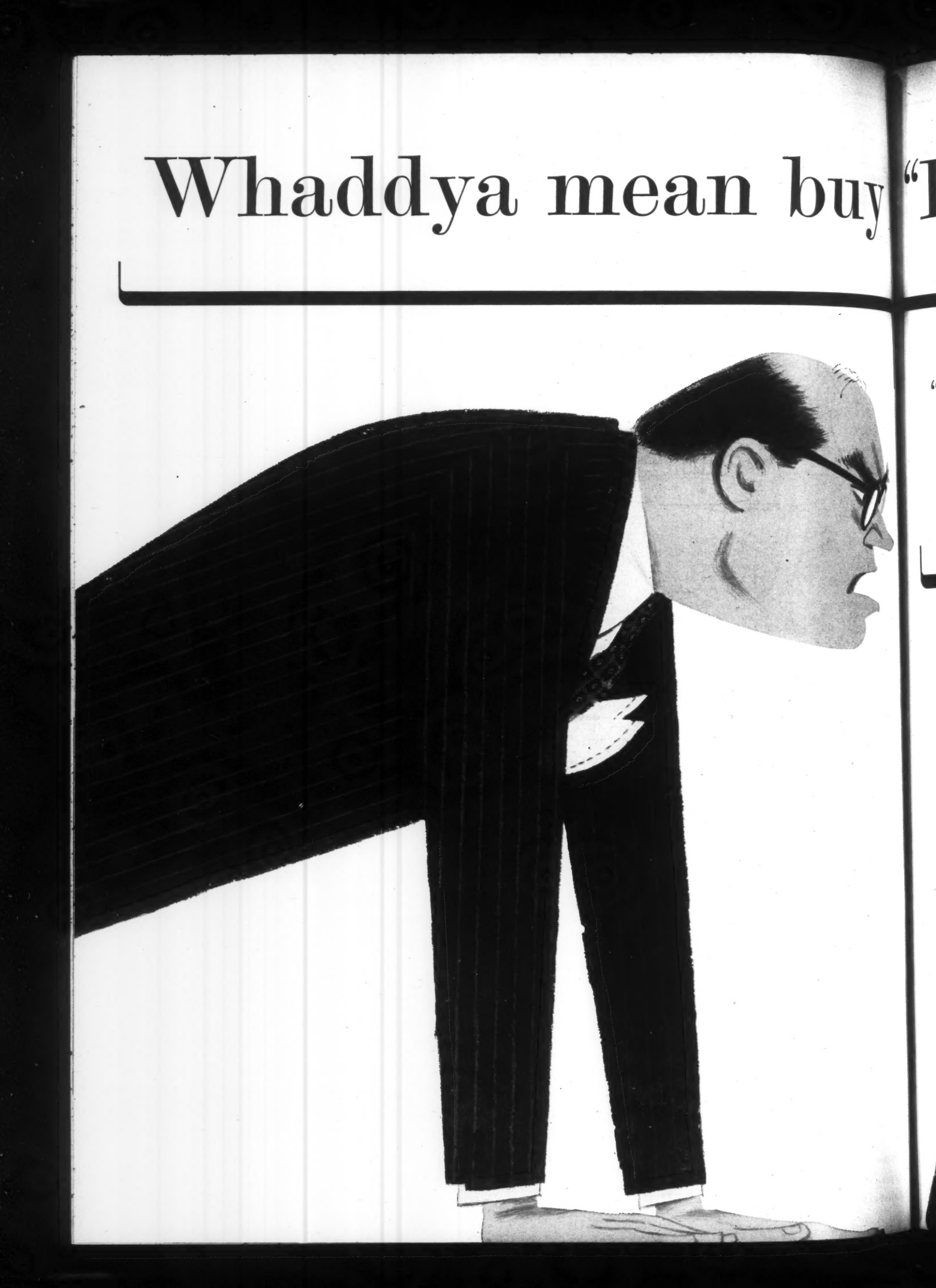
Mac teed up and carefully took a stance. "I figure it ain't a bit too much. After all, next Tuesday would have been our Silver Anniversary."

★ ★ ★

Nominations are now open for a way in which that story can be twisted around to point out that the Amarillo area is first in the nation, again, in retail sales per household. Winner gets the original sun visor.

NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency


Whaddya mean buy "

"Panorama Pacific"?

"Panorama Pacific" on the CBS Television Pacific Network *delivers 12½ times more viewing families per advertising dollar* than the nationwide network early-morning show on competing stations.*

*PANORAMA PACIFIC is broadcast from 7:00 to 9:00 am, Monday through Friday, on KNXT Los Angeles, KPIX San Francisco, and KFMB-TV San Diego. These three stations together deliver more than 90% of the entire California market. For details and documentation, call the CBS Television Pacific Network... represented by CBS Television Spot Sales.

The leading cities, those with a City National-Index well above average are:

Santa Ana, Cal.	123.0
Fort Lauderdale, Fla.	122.2
Colorado Springs, Colo.	118.7
Orlando, Fla.	118.2
Ventura, Cal.	116.5
Lubbock, Tex.	115.6
Greensboro, N. C.	113.7
Miami, Fla.	112.8
Hempstead, L.I.	112.2

SALES MANAGEMENT, APRIL 1, 1955

April set count: 80,868!

affiliated CBS Du Mont

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

OPEN MIKE

MARKETBOOK, I know that it is sure to get plenty of use . . .

Jim Ducey
Cunningham & Walsh Inc.
New York

EDITOR:

. . . You must know that it is a volume we use around here because we find it contains so many of the things we have to know so many times.

Elizabeth Black
Harry B. Cohen Advertising
New York

EDITOR:

. . . I expect to refer to it constantly as I have your previous issues over the years.

Elizabeth B. Powell
Geyer Advertising Inc.
New York

EDITOR:

. . . I appreciate . . . the many hours I'll save out of 1955 because of the handy research material it contains. Even though I have not been in this business too long, I have, nevertheless, learned to depend heavily and safely on the information contained in your publications. It would be quite a convenience if other fields of business could boast an informative and dependable trade publication such as B•T. . . .

Frank Lowe
Anderson & Cairns, New York

EDITOR:

. . . I will find this very useful and helpful in the future.

Martin C. Hansen
Compton Adv. Inc.
New York

Missionaries Do Too

EDITOR:

Both the BROADCASTING YEARBOOK and the TELECASTING YEARBOOK have proven invaluable aids in the work of our department and you should know that they are kept always within easy reaching distance of my desk. We refer constantly to the books as we work to place our radio program the *Laymen's Hour* and also in various community television projects.

Roy I. Madsen, Dir., Radio-Tv
American Baptist Convention Council on Missionary Cooperation

Handout to Congress

EDITOR:

I wish to express my sincere appreciation for a fine editorial in your April 18 issue entitled "The Lady and the Handout."

I would appreciate about a dozen copies of this editorial, if possible, to hand to my various congressional representatives in Washington.

Jim Hairgrove, Gen. Mgr.
KFRD Rosenberg, Tex.

Useful Articles

EDITOR:

Please advise if it is permissible to quote or reprint excerpts or entire articles from B•T for use in local station promotions, provided proper credits are given both the magazine and writers. We quite often see articles that would be helpful in our local promotions . . .

J. B. Shelton, President
WFMB (FM) Mayodan, N. C.

[EDITOR'S NOTE: B•T is glad to extend such permission, provided material is not quoted out of context and that credit is given.]

IN REVIEW

MR. CITIZEN

TO every man comes a moment of decision, a time when he can become a hero, risking his own life to help someone else, or when he can turn aside with a "it's none of my business" shrug or just stand there gaping and waiting for someone else to do something.

That is the basic premise of *Mr. Citizen*, which premiered April 20 on ABC-TV in the Wednesday, 8:30-9 p.m. period sponsored by Liggett & Myers Tobacco Co. for L&M filter cigarettes.

Each week, someone will be declared Mr. Citizen and awarded a trophy and a $1,000 U.S. Savings Bond on the program, following a dramatic presentation of his act of heroism enacted by a professional cast.

The new series got off to a good start with "Late for Supper," the story of bank clerk Don Gallagher, who left home last Dec. 17 with a Christmas shopping list from his wife, who missed his usual train in trying to get that shopping done and who therefore was in the station and on the spot when little Cathy Wheeler slipped through the space between the train and the platform and fell under the wheels of the standing train. While others stood and stared, Don tore off his coat and went down after the child. When he got home, he was greeted with: "Why are you late for dinner?" "Why didn't you complete the shopping?" and "What in the world happened to your shirt? I hope no one from the bank saw it dirty and torn like that."

Essentially a story of unplanned heroism, the program could easily have gone overboard with awed admiration. Instead, the fanfare was pretty much confined to the opening announcement. The drama itself was presented simply and humorously with many touches that made the characters believable—the pregnant wife's disinclination to take her tonic, the grandmother's insistence the family drive to town instead of taking the train, for example. Robert J. Shaw's script set the pattern and Edward Byron's production, Charles Tate's direction and the acting all combined to carry it out. Even Allyn Edwards' presentation of the Mr. Citizen award to the real Mr. Gallagher at the end of the program was handled without mawkishness, a process which a number of other tv programs could well emulate.

Production costs: Approximately $9,100.
Broadcast on ABC-TV, Wed., 8:30-9 p.m., sponsored by Liggett & Myers Tobacco Co. through Cunningham & Walsh.
Producer: Edward A. Byron; director: Charles Tate; assistant producer: Marx B. Loeb; editor: Peter McGovern.
Writers: Robert J. Shaw (who wrote the April 20 script) and Howard Rodman.
Set supervisor: James McNaughton; set designer: Maurice Gordon.
Host and narrator: Allyn Edwards.
Musical director: John Gart.
Featured players: Hal Holbrook, Nancy Kenyon, Beverly Lunsford, Elizabeth Lawrence, Kevin Loughlin, Jane Rose, Steve Thomas.

★ ★ ★

BOOKS

BASIC VACUUM TUBES AND THEIR USES, by John F. Rider and Henry Jacobowitz. John F. Rider Publisher Inc., 480 Canal St., New York 13, N. Y. 208 pp. $3 in paper; $4.50 in cloth.

WRITTEN for the general lay reader or elementary technical student, this book explains the theory and operation of basic types of vacuum tubes in simple language and with a minimum of mathematics.

ALICE HEINECKE

at the

AWRT

Chicago

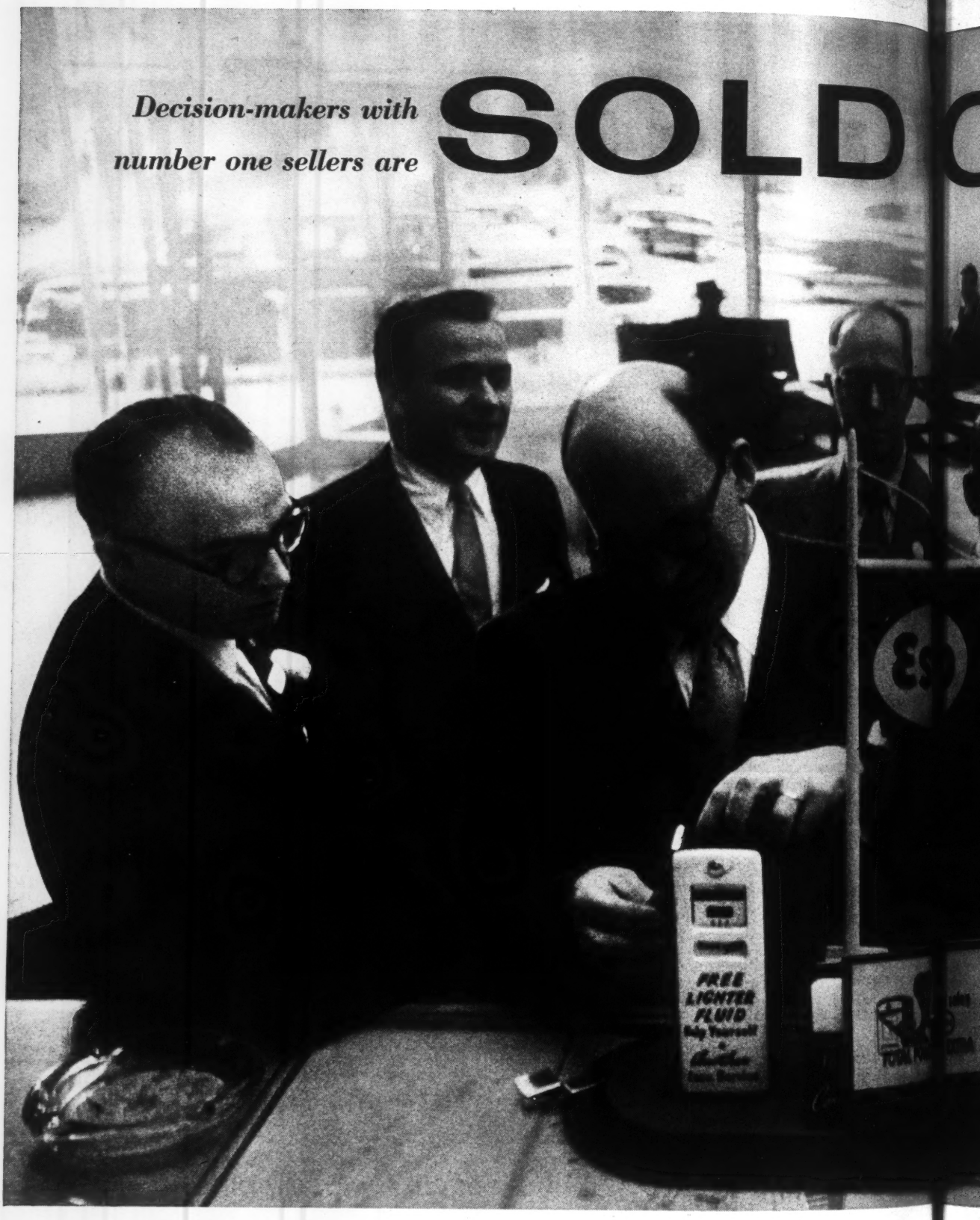
May 5-8, 1955

representing

SESAC

The Best Music
In America

. . . and an outstanding
Transcribed Library



left to right: **Robert M. Gray**—*Advertising and Sales Promotion Manager, Esso Standard Oil Co.* **Robert T. Howard**—*Radio Salesman, NBC Spot Sales.* **Robert H. Jones**—*V. Pres., Account Executive, Marschalk & Pratt.* **Vernon G. Carrier**—*Assistant Advertising and Sales Promotion Manager, Esso Standard Oil Co.* **George E. Pamental**—*TV Salesman, NBC Spot Sales.* **Wallace L. Rusher**—*Section Head, Radio and Television, Esso Standard Oil Co.* **Curt A. Peterson**—*V. Pres., Radio-TV Director, Marschalk & Pratt.*

Candid Photo by Robert Frank

ON SPOT

Esso and the Marschalk & Pratt Division of McCann-Erickson are Sold On Spot as a basic advertising medium!

Esso—first in sales in the area where its products are sold—was a pioneer in Spot broadcasting. This is "The Esso Reporter's" 20th year on the air—a testimonial to the value of Spot advertising. Spot Radio and TV's total flexibility allows Esso to:

Change Copy To Fit Weather! Esso gears sales messages to changing *local* driving conditions. They're on the air with a pitch for Spring change-overs the day the first robin hits town, and they sell anti-freeze hours before a cold snap comes.

Pre-select Audience! Esso's heavy schedule of news programs reaches predominantly male audiences—the people who buy most of the automotive products.

Sell To Drivers! Spot Radio does the extra job of reaching drivers while they are approaching Esso Service Stations.

These Spot advantages can help you sell *your* product, too. Ask your advertising agency or an NBC Spot Sales Representative.

More and more advertisers are Sold on Spot, because more of their customers are Sold on Spot . . . and some Spots are better than others.

representing **TELEVISION STATIONS:**

WNBK *Cleveland* **KPTV** *Portland, Ore.* **WAVE-TV** *Louisville*
WRGB *Schenectady-Albany-Troy* **KONA-TV** *Honolulu, Hawaii*
WRCA-TV *New York* **WNBQ** *Chicago* **KRCA** *Los Angeles*
KSD-TV *St. Louis* **WRC-TV** *Washington, D. C.*

representing **RADIO STATIONS:**

KSD *St. Louis* **WRC** *Washington, D. C.* **WTAM** *Cleveland*
WAVE *Louisville* **KGU** *Honolulu, Hawaii* **WRCA** *New York*
WMAQ *Chicago* **KNBC** *San Francisco*
and the **NBC Western Radio Network**

NBC **SPOT SALES**

30 Rockefeller Plaza, New York 20, N. Y.
Chicago Detroit Cleveland Washington San Francisco Los Angeles
Charlotte Atlanta* Dallas* *Bomar Lowrance Associates*

Never know just how far to go with success stories . . . had a whale of a good one with a local store but almost lost the account because the owner said opening our big trap made his competitors go after his customers.

However, such is not always the case. Take, for instance, J. S. Hewitt, executive vice president, for ANAHIST CO., INC. He writes:

"As you know, we here at Anahist, spend almost 100% of our budget for spot TV and radio advertising, and the effectiveness of this expenditure is best evidenced in your area by the 256% increase we have enjoyed since 1952.

"The pay off is results and we are happy to furnish you with this unsolicited testimonial."

Then, locally, there is the Biltmore Exterminating Company whose manager, R. M. Maples, wrote our "Uncle Ned" April 2, 1955:

"Although we have only one spot on TV per week, our business has tripled in the past two months. . . . We have the utmost confidence in the way you are handling our advertising, so please continue to use your judgement in the future as you have in the past."

If you got sales problems, see Katz for Radio, Avery-Knodel for TV. We'll do the job for you . . . won't tell, either, unless you give us permission.

Cobbs

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to WILLIAM EDWARD GOETZE

WILLIAM E. GOETZE is not at all dismayed by his new challenge of supervising overall operations of KFSD-AM-TV San Diego in his capacity as general manager—even though he never had worked previously on any radio or tv station. He contends that sound administration and an efficient and cooperative staff will overcome all obstacles—at a radio or a television station, an advertising agency, a bottling company, or what-have-you.

This reference to a bottling company is germane because it was at his family's bottling company in San Francisco that Mr. Goetze began absorbing his theories about sound administration about 16 years ago. A wartime stint in the U. S. Navy as a public relations officer and post-war background at his own advertising agency in San Francisco, where he acquired a grounding in radio and television and other media, prepared him for the latest niche in his career. He was named general manager of KFSD-AM-TV last Nov. 15.

William Edward Goetze was born in San Francisco on Oct. 12, 1918, and smilingly acknowledges that his family was waiting for him "to grow up" so that he could take over the J. W. Goetze Co., a small bottling firm. His father died when Bill was eight, and his mother, Mrs. Lena Goetze, wanted him to carry on in the family tradition. Following his junior year at Stanford U., he was deemed sufficiently "grown up" to assume the reins.

Shortly after Pearl Harbor, he enlisted in the Navy. For much of the time he was assigned to public relations work. He recalls as his most noteworthy contribution during this period his service to Admiral Nimitz at the time of the Japanese surrender aboard the *Missouri*. He was discharged as a lieutenant senior grade in 1946, and at the same time decided to open his own advertising agency.

He sold the bottling company upon his return to San Francisco and early in 1947 purchased Harry Elliott Adv. in that city. A short time later he was joined by a partner, Philip S. Boone, and the corporate name was changed to Elliott, Goetze & Boone.

From virtually a two-man operation, the agency flourished to the point that when Mr. Goetze sold out his interest last fall it employed 23 persons. It was during these seven and one-half years of agency work that Mr. Goetze gained a wholesome respect for radio and television.

He recalls that he was a fervid booster of spot "saturation" advertising in the San Francisco Bay Area at a time when it was not a general practice. In 1951, his agency spent about $15,000 a month for spot radio in the Bay Area on behalf of the local Pontiac Dealers.

In the early days of television, he recounted, his agency was among the first to jump into tv. On behalf of the Quality Bakers of America, Mr. Goetze said, he prepared, directed and produced tv commercials in 1949 and 1950, centering around the bakery's sponsorship of the Oakland Oaks baseball games.

Up to last fall, Mr. Goetze was content with cutting a swath in Bay Area agency circles, partnering a firm that had acquired a reputation for highly-effective campaigns on behalf of clients. Among the agency's clients on a regional basis have been Falstaff Brewing, Nash-Kelvinator, American Red Cross, Anglo-California National Bank and Quality Bakers of America. Mr. Goetze's industry had not gone unnoticed.

Unknown to him, his name was proposed as general manager of KFSD-AM-TV San Diego last fall, when the Fox, Wells Co. purchased the properties. He acknowledges he had no keen desire to leave San Francisco, but an exploratory trip to San Diego dispelled all misgivings. He accepted the position.

In the past four and a half months, the stations have undergone complete overhauling, according to Mr. Goetze. He has added substantially to the sales staffs of both stations and has revamped the programming substantially, in line with a philosophy that "personalities" on the outlets will pay off.

Mr. Goetze is unswerving on one point: the radio outlet and the tv station must be operated separately, with different staffs, and be competitive. For instance, the slogan at the radio station is "Help Stamp Out Tv."

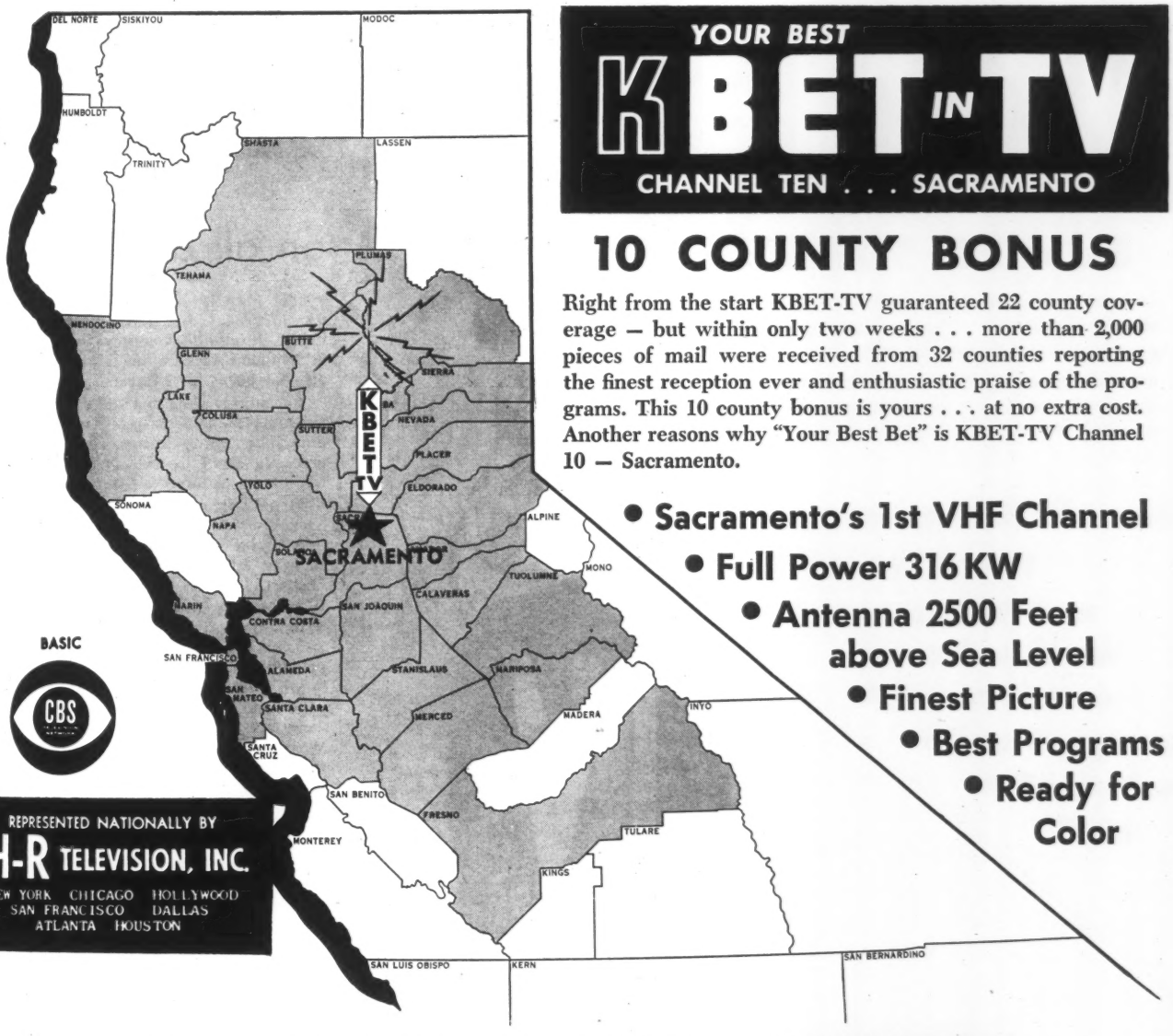
Mr. Goetze eyes the future with confidence. He expects both radio and tv billings to be higher this year than last year and offers some optimistic signposts. At KFSD-AM, billings in March were double those of February, Mr. Goetze reported, and the prospects are for a "substantial increase" in local billings that will more than offset any loss in national business.

The outlook for the tv outlet, according to Mr. Goetze, is "great." He pointed out that KFSD-TV (ch. 10) will have another "strong talking point" by the beginning of summer: it will go to maximum power of 316 kw, subject to FCC approval.

Mr. Goetze is a tireless joiner of organizations but admits that his present duties preclude active participation in these groups, as well as spending time on his favorite sports—golf and fishing. He belongs to the Bohemian Club and Press & Union League Club in San Francisco, the Konakai Club and the Public Relations Society of America, to mention a few.

Mr. Goetze lives with his wife, the former Mildred Fenton of New York, and their son, Gardner William, on Point Loma, overlooking the harbor.

32 ~~22~~ COUNTIES Report
Consistent, Clear Reception
During FIRST TWO WEEKS of Operation



YOUR BEST

KBET IN TV

CHANNEL TEN . . . SACRAMENTO

10 COUNTY BONUS

Right from the start KBET-TV guaranteed 22 county coverage — but within only two weeks . . . more than 2,000 pieces of mail were received from 32 counties reporting the finest reception ever and enthusiastic praise of the programs. This 10 county bonus is yours . . . at no extra cost. Another reasons why "Your Best Bet" is KBET-TV Channel 10 — Sacramento.

- Sacramento's 1st VHF Channel
- Full Power 316 KW
- Antenna 2500 Feet above Sea Level
- Finest Picture
- Best Programs
- Ready for Color

BASIC CBS

REPRESENTED NATIONALLY BY
H-R TELEVISION, INC.
NEW YORK CHICAGO HOLLYWOOD
SAN FRANCISCO DALLAS
ATLANTA HOUSTON

YOU CAN'T FULLY COVER CALIFORNIA without KBET-TV -- Sacramento

Not only do you reach more than 300,000 TV Families — but also a market with an income of 53% ABOVE NATIONAL AVERAGE. SACRAMENTO alone . . . a dual capital . . . is headquarters of the state government, and a business center of a vast inland empire. Here is a market of more than two million people with TWICE the buying power of the city of Boston, TWICE the retail sales of the city of Pittsburgh . . . a growing market, increasing at the rate of 2,500 persons per month. For your TV dollars "Your Best Bet" is KBET-TV . . . Channel 10 . . . Sacramento.

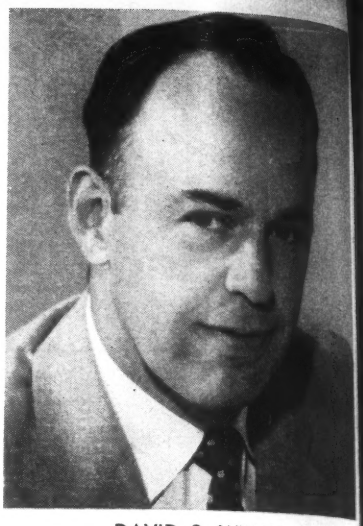
FIRST
IN RADIO!

FIRST
IN TV!

KWFT-TV
CHANNEL 6
in Wichita Falls
Texas!

CBS AND DuMONT
TELEVISION NETWORKS

Wichita Falls Television, Inc.



DAVID S. WILLIAMS

on all accounts

WITH MUCH of the burden of buying time for an agency that bills over $11 million annually in radio-tv, Geoffrey Wade Adv.'s David S. Williams tackles the task with a veteran's air that belies his 34 years.

As radio-tv time and space buyer at Wade's headquarters in Chicago's Kemper (Civic Opera) Bldg., Mr. Williams talks keenly and perceptively about his role in the highly-competitive media picture.

Mr. Williams is an eight-year veteran of an agency which handles something over $11 million a year in broadcast billings. Wade's chief radio-tv account is, of course, Miles Labs of Elkhart, Ind.

At the present time, Miles has an estimated $3 million tv spot campaign running on roughly 140 stations in about 110 markets at a rate of 700 announcements per week.

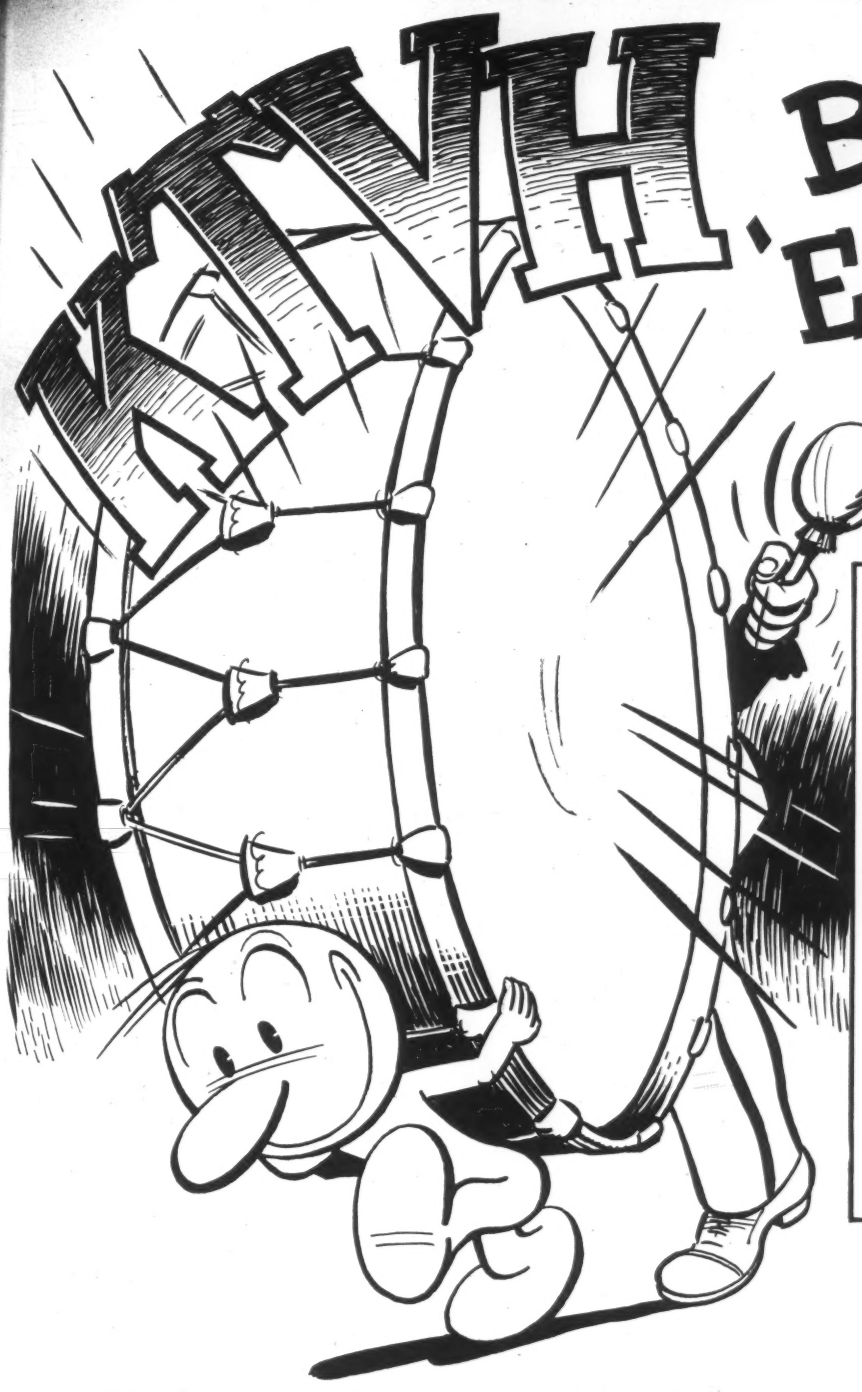
Mr. Williams is primarily a spot buyer on Miles and any other accounts which may become active from time to time. He joined the Wade agency in June 1947 as assistant to the time and space buyer on the theory that agency experience would prove more rounded and balanced than any other for a young man who majored in advertising at Northwestern U.

David Sidney Williams, who is a native Chicagoan (born June 4, 1920), attended Northwestern U. while working parttime at Wilson Sporting Goods. He graduated from Harrison High School and launched his business career in 1938 with the Wilson firm.

From 1942 to 1946 he served with the U. S. Navy aboard a destroyer in the South Pacific and later worked in public information for the Naval Air Corps in Cleveland. After service he joined Kellogg Supply Co. (a subsidiary of Western Electric Co.) in sales promotion. Then came the break with Geoffrey Wade Adv.

Miles is on network tv with participations in CBS-TV's Garry Moore and Robert Q. Lewis shows and NBC-TV's *Ding Dong School, Tennessee Ernie* and *World of Mr. Sweeney.* On network radio it has NBC's *Break the Bank, Just Plain Bill* and *News of the World.* Within the past year Miles has concentrated more heavily on tv but radio continues to derive its proportionate share of the agency's broadcast budget.

Mr. Williams married the former Helen Cronin. They have two boys, David, 7, and Craig, 1. For relaxation, Mr. Williams likes golf and woodworking. He belongs to the Chicago Federated Advertising Club.



BEATS 'EM ALL (AGAIN)

MARCH 1955 PULSE

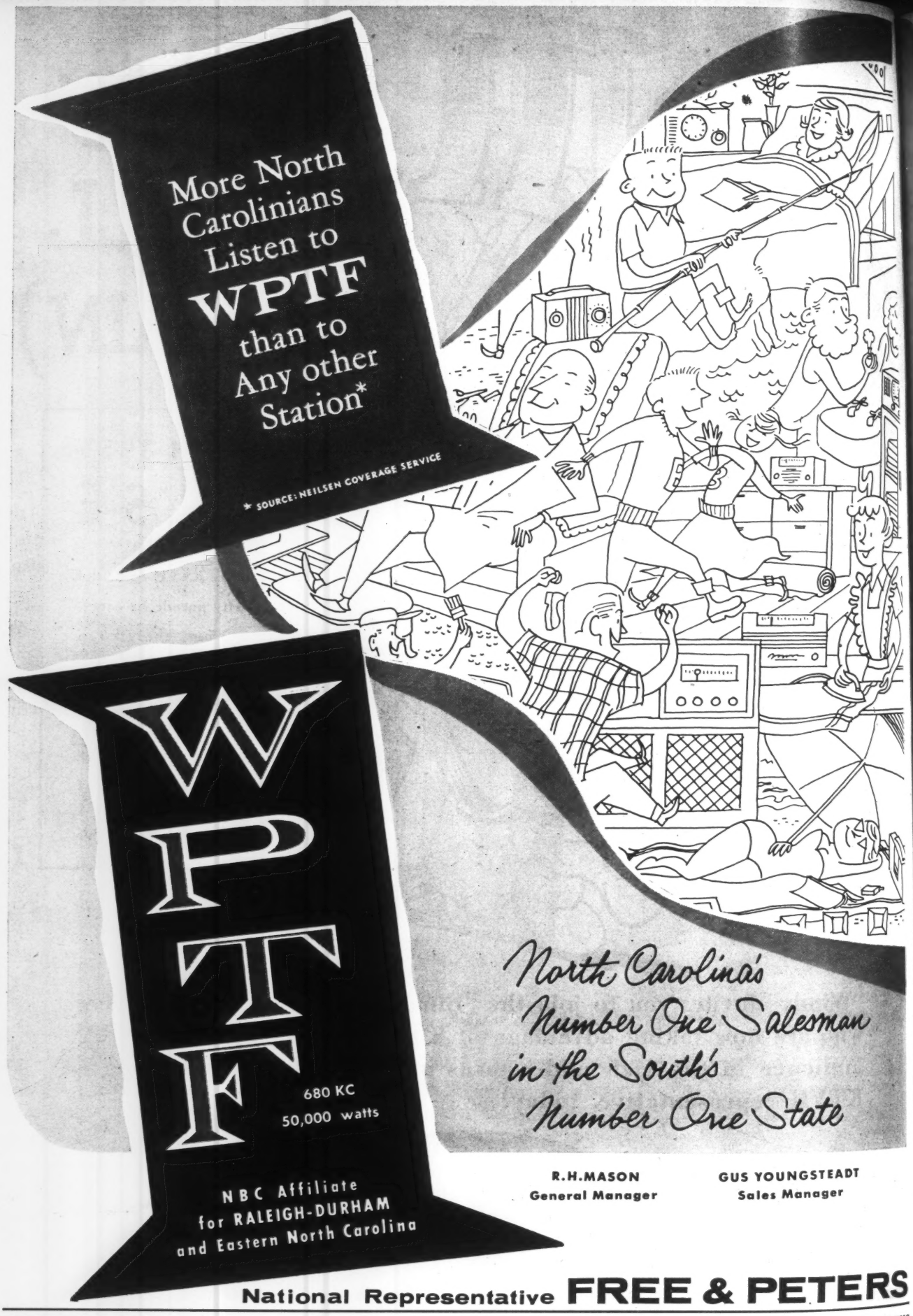
Once more KTVH leads the popularity parade by carrying all 15 of the 15 top weekly shows and 9 of the 10 top multi-weekly shows according to the Wichita-Hutchinson area Telepulse report for the week of March 1 - 7.

"Windy" invites you to join the "Blue Ribbon" list of advertisers who are now taking advantage of KTVH's dominance of the TV audience in the rich mid-Kansas area. Do it—by contacting a KTVH representative, today!

KTVH
HUTCHINSON

VHF 240,000 WATTS
KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

CHANNEL 12
CBS BASIC-DUMONT
Represented Nationally by H-R Representatives, Inc.


More North Carolinians Listen to WPTF than to Any other Station*
* SOURCE: NEILSEN COVERAGE SERVICE
WPTF
680 KC
50,000 watts
NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina
North Carolina's Number One Salesman in the South's Number One State
R.H. MASON
General Manager
GUS YOUNGSTEADT
Sales Manager
National Representative FREE & PETERS

BROADCASTING TELECASTING

May 2, 1955 Vol. 48, No. 18

CONGRESS PUTS STEAM BEHIND RADIO, TV INVESTIGATIONS

- **Hennock assails FCC policy, network-vhf monopoly**
- **Setmakers advise tax relief to boost uhf**
- **Networks blast proposals for free campaign time**
- **FCC asks money for budget, industry investigation**
- **House committee gets tv monopoly probe request**

IF THERE ever were any convictions that the 84th would be a "do-nothing" Congress in matters affecting radio and television, they were rapidly being dispelled last week as broadcasters found themselves under the spotlights of what may turn out to be a three-ring circus of Washington investigations.

Senators and congressmen sensitively aware of the public's unabating interest in two of its main pastimes—tv viewing and radio listening—turned their attention toward these media in actions last week which had at least one thing in common: All were tuned in sharply to the American voter.

Last week's activity:

• The Senate Interstate & Foreign Commerce Committee, which is expected soon to announce the beginning of hearings for what is likely to be the toughest investigation ever made into radio and tv, last Friday received the last of preliminary reports it had requested in preparation for the hearings—the "separate views" of FCC Comr. Frieda B. Hennock. Comr. Hennock, in 68 typewritten pages, criticized suggestions by former committee counsel Harry Plotkin and Robert F. Jones for aiding uhf television, and the FCC majority's report on these suggestions.

• Earlier in the week, Chairman Warren G. Magnuson (D-Wash.) and his Senate Commerce Committee had met with television set manufacturers representing 90% of the nation's tv set production, in efforts to solve one of the main uhf problems—that of producing all-channel tv sets. The tv setmakers rejected a proposal that they agree to make only all-channel sets, but were in agreement that removal of the 10% federal excise tax (as presently proposed in Congress) would give them sufficient incentive to turn to uhf-vhf set production.

• In testimony to another Senate group last week, two network vice presidents testified on a subject close to congressional hearts—and pocketbooks: proposals to require broadcasters, by FCC mandate, to give free radio and tv time to presidential and congressional candidates. CBS Vice President Richard Salant and NBC Vice President Joseph V. Heffernan told a Senate Elections Subcommittee that such proposals would cause enormous losses, especially with the application of the "equal time" section of the Communications Act. Comr. Hennock, also testifying, repeated previous proposals advocating free time.

• Funds for the FCC's long-hoped-for study of the broadcasting industry appeared to be near possibility last week with announcement that a Senate Appropriations Subcommittee, headed by Sen. Magnuson, will hear the FCC Thursday on a House-passed bill giving the Commission $6,870,000 for fiscal 1956, with $80,000 earmarked for the proposed FCC study. Sen. Magnuson, it is said, is inclined to be receptive to the FCC's plea for the funds.

• A third investigation of the broadcasting industry—this time in the House—loomed as a possibility last week in the remarks of Chairman J. Percy Priest (D-Tenn.) of the House Interstate & Foreign Commerce Committee. Chairman Priest, commenting on a request by Rep. James Quigley (D-Pa.) that the committee investigate "monopoly in television," said his group may go into the "whole broad field" of radio and tv when it has disposed of legislation now before it.

HENNOCK DISSENTS

THE FCC's "dissenting" commissioner—to the surprise of no one—last week tossed into the Senate Commerce Committee's investigation of networks and uhf-vhf a 68-page production that not only disagreed with an earlier report by her FCC colleagues, but also belabored the majority and minority reports submitted in February by former committee counsel Harry Plotkin and Robert F. Jones.

Comr. Frieda B. Hennock, in lengthy and belated "separate views" which came six weeks after the FCC majority filed its report on the Plotkin and Jones recommendations, charged that the public is being deprived of 85% of tv, that "network monopoly controls and is strangling tv" and that "inaction" by FCC and the Congress is destroying uhf.

She called for a campaign to inform the public it is missing 85% of tv, for measures to make all-channel sets available, for FCC action "correcting the monopolistic scarcity" of network programming and for an "immediate, vigorous" congressional investigation of "monopoly" by networks.

The Hennock report was released Friday from the office of Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.).

Sen. Magnuson's office made it clear that he was following the same procedure with Comr. Hennock's remarks as he had with remarks made by the Commission majority. Her separate views, a statement said, will be given consideration along with the majority FCC view now being considered by the committee. The senator himself was in his home state on a business trip when the lady commissioner's lengthy report was submitted.

Comr. Hennock said the Plotkin, Jones and FCC reports "suggest delay and study instead of immediate remedial action," and that since she feels such immediate action by Congress is necessary, she is submitting separate views.

She said the public has been kept uninformed that the sets it has bought and is buying cannot tune into uhf, and that this set incompatibility, unless checked, will wreck uhf. She said Mr. Plotkin ignores the fact that a major reason for the "uhf debacle" is the "long line of decisions by the Commission preferring and advancing vhf over uhf"—starting, she said, with the 1952 Sixth Report & Order allocating channels.

She compared the "pattern . . . used to destroy . . . uhf" with that "used to stunt the development of fm—no sets, no network programming, no advertising."

Present disparities betwen uhf and vhf, which she said Mr. Plotkin imputes to technical difficulties, could be eliminated by appropriate FCC action and the production of suitable uhf transmitters by manufacturers, Comr. Hennock said.

She said Mr. Plotkin discards the idea of a change of all tv to uhf for "erroneous reasons based on inadequate data," and said the committee should "look very carefully into the necessity" for vhf channels by the military. She asked that the committee obtain both nationwide all-uhf and all-vhf allocation plans from the FCC for study.

Comr. Hennock called intermixture of uhf and vhf the "main fault" of the basic allocation plan and criticized Mr. Plotkin's "selective deintermixture" proposal as "inadequate" and "harmful," offering only "illusory" benefits to a few uhf stations. She called for a nationwide plan creating an equitable proportion of

uhf-only communities in large metropolitan areas and for a study of information showing the extent of intermixture.

She said the Jones report "marshals the facts showing the suppression of uhf, and deals with network practices, but suggests no effective remedies." She said Mr. Jones lays "too much stress" on operation of the natural laws of economics, whereas she feels the "barriers to uhf's success can and must be levelled by decisive action."

The FCC's majority report to the committee, Comr. Hennock said, "accurately diagnoses the existing situation when it states that the lack of uhf-vhf sets is critical and that the uhf crisis was precipitated in part by program limitations. However, it completely fails to prescribe any effective remedies for the illnesses it diagnoses, and prefers to let the passage of time take care of them."

She said that despite FCC's statement to the Potter subcommittee last year that intermixture puts uhf at a serious disadvantage, the majority, "after this lapse of time," can only "offer to *inquire* into the *feasibility* of *selective* deintermixture." She urged reduction of vhf power and antenna heights, and added:

"The Commission need not feel shackled by the Sixth Report & Order. Intermixture was an avowed error, so let it be remedied, even if a Seventh Report & Order is necessary." She said that before the FCC gets ready to act on a proposed "extensive investigation" on program distribution, "the demise of uhf will be a *fait accompli.*" She asked for immediate rulemaking for "equitable distribution" of network programs to uhf and vhf stations alike.

She said the FCC's current proposal to investigate the entire broadcasting industry should be conducted by the Senate Commerce Committee instead, with "close cross-examination of all the important witnesses." She said a protracted FCC investigation would "spell out the doom of uhf."

She said that although the FCC's 1938-39 hearings found monopoly in radio broadcasting by networks, the Commission's Chain Broadcasting Regulations, announced in 1941 and upheld by the Supreme Court in 1943, have proved inadequate to insure "free competition in broadcasting." She asked that Congress put networks under FCC regulation.

The congressional investigation she recommends, Comr. Hennock said, should ask these questions: (1) Should networks be permitted to dominate and control tv? (2) Why is American business unable to procure advertising time on tv? (3) Should networks be allowed to own tv stations? (4) Should networks be allowed to produce and syndicate motion pictures? and (5) Additional matters such as subscription tv, intercity tv transmission service, impact of network practices on national spot business and extent of network control of talent.

SETMAKERS FAVOR TAX AID FOR UHF

SOME 35 representatives of about 20 television set manufacturing firms agreed almost unanimously last week in a closed session with the Senate Commerce Committee that elimination of the 10% excise tax on all-channel tv sets will remove the bottleneck caused in uhf broadcasting by lack of uhf set circulation.

These executives—in a two-hour discussion with Chairman Warren G. Magnuson (D-Wash.) and five other members of the committee—rejected as unworkable two other proposed solutions to the uhf problem posed by Sen. Magnuson: (1) legislation making illegal the shipment in interstate commerce of tv sets not capable of tuning in both vhf and uhf and (2) any kind of voluntary agreement among set manufacturers to produce all-channel sets only.

At a news conference after the meeting, Sen. Magnuson—who said the officials present represented about 90% of tv set production—said the manufacturers were "very sympathetic" to the uhf dilemma and some have "done a great deal" toward solving it.

But, he added, there are antitrust aspects in any agreement among manufacturers, and they should have sufficient incentive to make only all-channel sets. He said exemption of the 10% excise tax on all-channel sets would just about make up for the price it costs the manufacturer to add uhf tuning to a set.

The Treasury Dept., which fought a similar tax exemption proposal during the 83d Congress on grounds it would take away a large slice of government revenue, had no representative present at last week's meeting. A spokesman said the Treasury Dept. was not among those invited.

Asked whether he thought such a tax exemption proposal might get through the Senate, he said, "In the public interest we might sustain this." But, he said, any proposal to remove excise taxes opens up "a Pandora's Box" of evils. Everybody, he indicated, wants a tax law passed to his own benefit.

Rep. Frank Ikard (D-Tex.), a junior member of the House Ways & Means Committee, which handles tax matters, has introduced a bill (HR 4070) to exempt all-channel sets from the excise tax.

Sen. Magnuson said manufacturers did not stand to gain additional profits from such a tax exemption and that such a measure would be solely to stimulate the sales of all-channel sets.

Sen. Magnuson said Allen B. DuMont Labs and Hoffman Electronics Corp. had sold some all-channel sets at no extra cost. To a question asking why other tv set-makers had not followed suit, a committee spokesman explained that both firms sold the all-channel sets at lowered prices to reduce heavy tv set inventories.

Other senators present at last week's session were A. S. Mike Monroney (D-Okla.), Alan Bible (D-Nev.), Sam J. Ervin (D-N. C.), Andrew Schoeppel (R-Kan.) and Frederick Payne (R-Me.). Also present were Sidney Davis and Robert L'Heureux, majority and minority counsel, respectively, for the committee's current investigation; Nicholas Zapple, the committee's professional communications counsel, and former Sen. C. C. Dill, who as a Democratic senator from Washington helped create the old Federal Radio Commission and was author of the Communications Act of 1934. Mr. Dill is acting as a legislative consultant to the committee at Sen. Magnuson's request.

A proposal to remove the 10% excise tax on uhf sets was offered in the 83d Congress by former Sen. Edwin C. Johnson (D-Colo.) in an amendment to a catch-all tax bill (HR 6440) [B•T, May 17, 1954]. After a hearing on the proposal by the Senate Finance Committee, during which a Treasury Dept. official testified elimination of the tax would deprive the government of some $115 million yearly revenue, the Johnson proposal was changed to a $7 tax credit on each uhf set, which the Treasury Dept. estimated would result in a $50 million loss to the government [B•T, Aug. 2, 1954]. But the bill died on the Senate calendar anyway [B•T, Aug. 23, 1954].

Industry executives, all of whom were given a chance to present their viewpoints at the session last Monday, were:

J. E. Baudino and John Steen, Westinghouse Broadcasting Co.; Frank Freimann and Gerald M. Ungard, Magnavox Co.; Benjamin Abrams, Emerson Radio & Phonograph Corp.; Allen B. DuMont and Julian Freret, Allen B. DuMont Labs Inc.; James M. Skinner, Philco Corp.

I. Edelstein, Trav-Ler Radio Corp.; Paul H. Eckstein, Tv-Radio Div., Lion Mfg. Corp.; Frank Folsom, Robert A. Seidel and Robert L. Werner, RCA; Arthur L. Chapman and R. E. Anderson Jr., Sylvania Electric Products Inc.; L. I. Hartmeyer, Avco Mfg. Corp.; F. J. Ball, Crosley-Bendix Div., Avco Mfg. Corp.

Richard S. Salant and Seymour Mintz, CBS-Columbia; G. Slettolend, G. E. Gustafron and H. C. Bonfig, Zenith Radio Corp.; H. Leslie Hoffman, Hoffman Electronics Corp.; R. W. Durst, Hallicrafters Co.; John F. Gilbarte, Admiral Corp.; F. Leo Granger, Radio-Tv Div., Stromberg-Carlson Co.; L. G. Haggerty, Capehart-Farnsworth Co.; Robert Alexander, Wells-Gardner & Co.; G. Toye, General Electric Co.; Glen McDaniels and J. D. Secrest, RETMA.

NETWORKS TAKE STAND AGAINST FREE TIME

TWO network executives opposed free radio-tv time for political candidates and FCC Comr. Frieda Hennock reiterated support for free time in testimony last week before a Senate Elections Subcommittee.

The subcommittee headed by Sen. Thomas C. Hennings (D-Mo.), which has been holding hearings on a bill (S 636) to revise federal election control laws and raise the limits on campaign expenditures, heard:

1. **A scorching indictment of Sec. 315 of the Communications Act** (which requires broadcasters to give equal time to candidates of any and all parties) by CBS Inc. Vice President Richard Salant. Mr. Salant, who blamed the implications of Sec. 315 for CBS' reluctance to dole out more free time in the 1952 and 1954 election campaigns, said radio-tv networks and stations giving free time under the law might be forced to give away $30-$50 million worth of it during a presidential election year.

2. **Similar opposition against free time** to candidates by NBC Financial Vice President Joseph V. Heffernan, who made a counter-offer from NBC providing for advance reservation of political time on the network to reduce preemption costs and sale by NBC and its o&o stations of five-minute periods on a rotation-of-schedule basis and one-minute periods in some programs (see separate story, page 30).

3. **A renewed request by Comr. Hennock** that candidates be given free time on "the people's airwaves" and a proposal that Congress authorize a joint congressional and presidential committee to implement her plan. Comr. Hennock conceded the time costs might be shared by the public treasury if they should prove an "excessive burden" on radio and tv stations.

Rep. Stewart L. Udall (D-Ariz.), who has introduced a bill (HR 3139) in the House identical to S 636, also testified at the Tuesday session.

Mr. Salant said CBS Radio and CBS-TV time sales during the 1952 campaign were somewhat short of $1 million. He cited the networks' extensive pre-convention coverage, most of which he said was sustaining. Not only did CBS carry free the acceptance speeches by Gen. Dwight Eisenhower and Gov. Adlai

Stevenson, he said, but also those of the candidates of seven other parties. He described radio and tv post-convention coverage and political features by CBS.

He said paid broadcasts constituted only a fraction of total political coverage, adding, "We certainly do not profiteer—or even profit—from political campaigns." Most of the time bought by political parties already had been sold to other sponsors, he said, adding that CBS' 1952 political coverage resulted not in a profit, but a loss running into seven figures.

He said there had been a diminution of CBS' presentation of candidates after the presidential nominations "and we regret it." This phenomenon, he said, was caused by Sec. 315 of the Communications Act, which requires the broadcaster to treat each candidate "with mathematical and qualitative equality," both as to amount of time and general time period.

Sec. 315, he said, unquestionably "keeps us from covering political campaigns, and presenting candidates, as extensively and as intelligently as we would otherwise do."

Under the section, he said, a candidate seems to be anyone, who if nominated or elected, would accept, including write-ins.

He cited the case of one pre-convention candidate, Charles R. Schneider, who, he said, thought both the GOP and Democratic Party were "left wing." Mr. Schneider persisted in requests for free time, finally announcing for GOP presidential nomination by filing in two state primaries. "Mr. Schneider took us to court and the FCC (the court referred the case to the FCC as being under FCC jurisdiction). The FCC ruled that he was entitled to the protection of Sec. 315. . . ."

Such people, Mr. Salant said, need few qualifications and "a chance to speak to millions of people with no cost at all to themselves may well tempt a great many soap box orators and publicity seekers." As Mr. Schneider's "triumph" becomes recognized, Mr. Salant added, CBS will have to cut down on its pre-convention coverage: "One needs only a couple of dozen Mr. Schneiders for the air to be filled with nothing else." Accordingly, he said, CBS is very doubtful that its 1956 pre-convention coverage can be as complete as in 1952.

He cited 18 political parties with presidential candidates in 1952, which, under the "Alice-in-Wonderland of Sec. 315" could bring to ninefold the free time normally given to the two major parties.

Citing an instance of a half-hour a week of prime time for each of the 16 minor parties during the election campaign, he said broadcasting would not survive for long because the audience would stop tuning in persons they never heard of and in whom they had no interest. Once the audience is lost, he said, it is hard to "lure back to our place on the dial."

For the same reason, he said, CBS was forced to turn down what it felt to be a meritorious proposal for a modern day Lincoln-Douglas series of debates between the Republican and Democratic candidates.

FCC also has ruled that equivalent time must be given to an opponent when a candidate appears on panel shows such as *Meet the Press* or *Face the Nation*, he said.

The result of Sec. 315, he said, has been to provide not more but less, and less effective political coverage to the people and "it is at the roots of our policy of moving most cautiously and perhaps ungenerously in granting free time during political campaigns."

He said the current emphasis on free radio and tv time "is a tribute to the impact and force of these media and is a recognition that they are perhaps the best and most direct way by which candidates can present themselves and their views to the people." He added it would be "ironic to make radio and tv victims of their own success by singling them out for condemnation proceedings."

MR. SALANT MR. HEFFERNAN

He said there is no justification for free time in arguments that broadcasters use "the public's air" and have a "natural monopoly" of the available spectrum. Railroads and airlines also have natural monopolies and are licensed by the government, he said, and newspapers have second class mailing privileges. Yet no one asks that these groups furnish services free to candidates.

Mr. Salant said if CBS-TV were to give a half-hour of evening time weekly to each of 18 presidential candidates for the eight-week 1956 election campaign, it would cost the network and its affiliates $400,000 for each candidate or a total of $7.2 million. Similar losses would be felt in congressional campaigns over its o&o stations and state hookups, he said.

"Those who so blithely announce that all federal candidates are entitled to free time . . . are being profligate with other people's money, manpower and facilities," he said, adding that such a proposal would cost all radio and tv networks and stations $30-$50 million in every presidential election year and $7.5-$15 million each two years in between.

Limiting eligibility of parties and candidates would serve to "crystallize" the two-party system, he said, adding that all parties—including Democrats and Republicans—were small when they began. Federal subsidies in buying time, he said, would bring up the difficulties of how the money would be allocated and to whom. "We think it clear," he said, "that the commandeering proposal is so unfair and so unworkable and of such doubtful constitutionality that it should be rejected."

Mr. Heffernan said there would be about 42 million tv sets by the time of the 1956 presidential campaign and that 43.6 million (91% of all U. S. families) live within range of at least one tv station.

While there was only one paid political speech program in 1948 there were 34 in 1952, he said. He estimated a half-hour on 130 NBC-TV stations today costs $52,500. He said tv can reach a greater audience per dollar than any other medium except radio. Costs for a half-hour on the 53 basic NBC-TV stations would be about 3/10 of a cent for each person over 21 in 250,000 tv homes, he said. He cited NBC Radio rates and said 45 paid political programs were carried in 1952.

Mr. Heffernan, too, cited the profusion of political parties in objecting to free time proposals: "It is not comforting to consider the number of people and groups who would take advantage of a rule under which they could appear on a national television network, at no cost to them and for the same length of time as the two major candidates for President."

Such a plan also would place radio and tv at a competitive disadvantage with other media, he said.

Mr. Heffernan cited NBC networks' public service political programming during 1952 and said similar and probably additional programming would be aired in 1956.

Chairman Hennings, referring to the NBC proposals, told Mr. Heffernan he was "heartened to know" that NBC has "come forward now with a constructive suggestion and proposal which you are ready and willing to put into effect."

Comr. Hennock said that "in a democracy it is axiomatic that there is no more important service in the public interest to be rendered by licensees during the election period than to present the public with their political candidates and issues." Therefore, she said, tv and radio should be made available without cost on an equal basis to the candidates of the major political parties.

She said costs of radio and tv at election time are so great that "there is grave danger that the outcome of our elections will depend upon the war chests of the candidate and his party and not upon the intrinsic worth of their qualifications."

Comr. Hennock said there admittedly are difficulties in making free time available for candidates. "But this is a problem that must be faced", that the airways can be a means of improving or destroying "our democratic system," and that "it is up to the Congress to determine what that choice shall be."

She said if making such time available causes an "excessive burden" on radio and tv stations, "Then the cost should be shared by the public treasury." These burdens will not be too excessive, she believed, if arrangements for time are made in advance so as to avoid the cost of pre-empting sponsored programs.

She said S 636 should be amended to authorize creation of a joint congressional and presidential committee to recommend a program and legislation which can be put into effect before the 1956 campaigns.

Hennock for Hennock

Comr. Hennock said she spoke individually, and not for other members of the FCC, in her free time proposal. Asked by Sen. Carl T. Curtis (R-Neb.), only other subcommittee member present besides Chairman Hennings, why she felt radio and tv stations should give free time, she said because they are "in the public domain." This is evidenced, she said, in FCC's reservation of 252 educational tv channels.

Sen. Curtis asked if she thought the government owned the airwaves. "Yes," she said.

Sen. Curtis asked if she felt service stations should contribute free gasoline or if the owner of a meeting hall should contribute its use to a candidate's campaign. She replied that radio and tv are different, since they are licensed by the government.

The Nebraska Republican cited the instance of a "small tv station in a rural community, financed locally and not controlled by New York or LaSalle Street"—one, he said, which does not have its taxes or its salaries paid by

NBC TO RESERVE CAMPAIGN TIME

Tv network to sell five and one-minute periods during the '56 campaign. Larger blocks of time in prime broadcast periods also will be reserved for such sale.

OFFER was made by NBC last week to make available for sale both five-minute and one-minute time periods on its tv network for political broadcasts during the 1956 election campaigns. The network also proposed to reserve for political sale blocks of regular commercial time, normally half-hours, in the fall of 1956.

The proposals were made by Joseph V. Heffernan, NBC financial vice president, in a statement before a Senate Elections Subcommittee. Reviewing the background of the offer, Mr. Heffernan stated that during the 1952 presidential campaign, pre-emption costs in connection with political broadcasts on NBC-TV alone amounted to about $175,000.

Mr. Heffernan outlined a four-point program, which NBC believes will "serve the dual objectives of reducing costs and creating flexibility in the use of tv during political campaigns." In addition to the five and one-minute network time periods proposals, Mr. Heffernan said, NBC is prepared to withhold from sale to regular commercial sponsors "a reasonable number" of prime evening time periods during the fall of 1956, and also make available five and one-minute periods for sale for local political broadcasts on its five owned tv stations and five owned radio outlets.

Mr. Heffernan explained that the five-minute periods would be offered to candidates and parties on a rotating basis, with the network cutting short by five minutes its regular one-hour and half-hour programs. He said the one-minute announcement could be used on *Today*, *Tonight* and *Home* programs, enabling candidates to reach "a large cumulative audience at nominal cost."

Amplifying on the proposal to withhold certain time periods from regular commercial use for availability to political parties and candidates, Mr. Heffernan said:

"These time periods would normally be half hours, to carry the main speeches of presidential candidates. The principal objective here is to schedule the broadcasts early enough to avoid the costly pre-emption charges which would otherwise result."

He emphasized that NBC's proposals would be effective only if the network received advance cooperation from national committees. He said they must work out "immediately" with NBC the specific blocks of time they want reserved, and also must place "a firm order for the reserved time well in advance of November 1956—say by May 1955." The network, he added, will "balance the availability of these time periods among the various parties."

the government. On what basis, he asked, can I say you have to give me that property?

Comr. Hennock replied that no matter how much the station spends, it must show it is operating in the public interest.

Hypothesized Sen. Curtis: "My political party may feel it's in the public interest and we might require time, in the guise of 'public interest,' to send out our propaganda all over the country."

When Sen. Curtis asked if she thought free time should be made available in primary elections, she charged him with avoiding the "details," and talking in "generalities."

Sen. Curtis asked if newspapers ("which use mail service") should give free ad space or if trucks on highways ("highways belong to the people") should give their services free. Comr. Hennock replied that the senator was confusing public and private interests.

She said New York Gov. Averell Harriman, while campaigning for that office, was refused the opportunity to purchase evening tv time.

NBC Denies

(Later, NBC's Mr. Heffernan denied this was true and said his firm sold at least a half-hour of time to Mr. Harriman Nov. 1, 1954, and two half-hours, Oct. 2 and 16, to the New York State Democratic Committee, which, he said, could have been taken by Mr. Harriman.)

Asked by Sen. Curtis if she thought free time the "only solution," Comr. Hennock said that perhaps the government can "help purchase time."

Sen. Hennings said the subcommittee is "not prepared to say we should require stations, by edict, to give their time away."

Differing with Mr. Salant on the profits of political campaigning, Comr. Hennock said, "I was amazed to find more and more political time has become most profitable for stations."

She added: "I'm not here to have the licensees lose money," and added that perhaps the government should buy time and make it available on an equal basis.

TV MONOPOLY PROBE ASKED OF HOUSE UNIT

THE House Commerce Committee last week was asked by Rep. James M. Quigley (D-Pa.) to launch a "full scale investigation into the question of monopolies in television."

Chairman J. Percy Priest (D-Tenn.) said Thursday that, although he has not seen Rep. Quigley's proposal, his committee will conduct an investigation "if we can find that there's anything that needs investigating." Right now, Chairman Priest said, the committee has a lot of legislation that it is trying to get out of the way. "But we may go into the whole broad field" of radio and tv later, perhaps during the second congressional session, he indicated.

However, the Tennessee Democrat said, if Rep. Quigley's complaint is a question of monopoly only, that comes under the jurisdiction of the House Judiciary Committee.

Rep. Quigley referred a list of "five possible changes in practice" which he said had been suggested by Louis F. Appell Jr., president of WSBA and WSBA-TV (ch. 43) York, Pa. These proposals, Rep. Quigley said, merit "careful consideration."

The Pennsylvania Democrat said the FCC "has permitted hundreds of television broadcasting stations to come into being throughout this country on the grounds that they were necessary to place the tv industry on a truly competitive basis. However, there is some evidence that while the FCC has been giving lip service to the American ideal of competitive enterprise, it has been, at the same time, issuing decisions and regulations which make true competition difficult."

The suggested changes in practice, all of which have been proposed at various times to help the plight of uhf broadcasters, were:

1. Reduce vhf power in the "thickly populated" East.

2. Require location of transmitters "as close as possible" to cities where they are assigned.

3. Substitute uhf for vhf channels in areas where allocations are "overwhelmingly uhf (so-called selective de-intermixture)."

4. "Force networks to liberalize affiliation policies so that one station cannot monopolize two or more networks over a wide geographic area."

5. Remove the excise tax on all-channel tv sets.

WSBA-TV was one of four uhf permittees in York and Harrisburg who filed a joint statement with the Senate's Potter Communications Subcommittee last summer complaining that WGAL-TV Lancaster (ch. 8) was planning to send a strong vhf signal into York and Harrisburg.

FCC TO ASK FUNDS FOR BUDGET, PROBE

THE FCC goes before a Senate Appropriations subcommittee at 3:30 p.m. Thursday to testify in justification of a House-passed appropriations bill (HR 5240) which would give the Commission $6,870,000 for fiscal 1956, with $80,000 of it earmarked for an FCC study of the broadcasting industry.

And it's very likely the beefed-up FCC budget—representing a House increase of $170,000 over original recommendations of the President's Budget Bureau—may get by the Senate Independent Offices Appropriations Subcommittee.

The subcommittee is headed by Sen. Warren G. Magnuson (D-Wash.), who also is chairman of the Senate Commerce Committee, which has jurisdiction over the FCC and which is conducting an investigation of its own into networks and uhf-vhf problems.

Although the Washington Democrat may put some pretty close questioning to the FCC about just what that agency intends to do with the $80,000 proposed for the study, Sen. Magnuson is disposed to be generous with the Commission, a spokesman said, because he feels the Budget Bureau had had the FCC too long on a "bread and water" diet [B•T, April 4].

The balance of the $170,000 increase passed by the House would go to maintain the *status quo* of the FCC's staff (about 1,030) to continue work on the tv applications and other backlogs.

Other members of the Magnuson subcommittee are Democrats Lister Hill (Ala.), Allen Ellender (La.), A. Willis Robertson (Va.), Richard Russell (Ga.), John McClellan (Ark.) and Carl Hayden (Ariz.) (*ex officio*), and Republicans Everett Dirksen (Ill.), Leverett Saltonstall (Mass.), William Knowland (Calif.), Joseph McCarthy (Wis.) and Charles Potter (Mich.).

JUSTICE DEPT. THREATENS ANPA, AAAA ON ANTITRUST COUNT, INVITES PARLEY

Government complaint takes issue with publishers' and agency association's practice in establishing 'recognition list' of agencies and calling for 15% commission.

THE question of conferences between the Dept. of Justice and the American Newspaper Publishers Assn., American Assn. of Advertising Agencies (AAAA) and other media associations must be answered soon, following last week's announcement by Attorney General Herbert Brownell Jr. that a complaint against the ANPA's advertising agencies' recognition list and its proviso that agencies charge 15% commission was being drafted [CLOSED CIRCUIT, April 25].

The conferences are an attempt to resolve the situation before the Justice Dept. files its complaint.

At week's end, nothing had been heard by the NARTB. Speculation within the advertising and broadcast fields was that no complaint would be made against NARTB and that no invitation to meet with the Jusitce Dept. would be received.

In answer to a direct question regarding radio and tv, Attorney General Brownell said, "I'm not prepared to answer that as yet."

One report said that a "radio association" was among the organizations listed in the proposed complaint.

Other associations which are believed to be involved include Publishers Assn. of New York, Periodical Publishers Assn., Associated Business Papers and the Agricultural Publishers Assn.

Gist of the proposed Justice Dept. complaint is that publishers and the AAAA conspired to restrain trade unreasonably in advertising in establishing a "recognition" list of agencies, a provision of which requires the charge of 15% commission.

Disclosure of the government's threatened suit was made by Elisha Hanson, ANPA counsel, during Thursday's session of the ANPA convention in New York (see story, page 46). Mr. Brownell's statement was issued later that day in Washington.

Mr. Brownell's statement was as follows:

"About a year ago the Justice Dept. announced it was making a study to determine whether there was any antitrust violation in the plan under which certain publisher associations operate what is known as 'a recognition system.'

"The essence of that system is that the association established certain standards which must be met by an advertising agency before it can deal with the publishers who are members of the association.

"One requirement is that a compulsory 15% commission be maintained for the agency placing the advertising with some publication.

"Our study has been completed and publishing associations are being so notified.

"The ANPA last year asked for conferences under the procedure we have established where an antitrust suit is pending and we endeavor to settle it amicably by pre-filing conferences.

"The Department has agreed to have those conferences. We so agreed last year.

"They are now being notified that a complaint is contemplated, as our study indicates violation of the antitrust laws, and if they so desire, the conferences will now be held."

Mr. Hanson said:

"The ultimate result, if the government prevails in this proceeding, will be as effective a control over the operations of the press in this country as has been achieved elsewhere throughout the world in those unfortunate countries whose people in the last decades have been stripped of . . . individual liberty."

The Justice Dept.'s investigation has been a year in the making. Government investigators visited NARTB's Washington headquarters on one occasion during the last year.

Some five years ago, NARTB officials canvassed the possibility of a broadcast "recognition" plan, but this was dropped when it was learned that it might be considered a violation of the antitrust laws.

About 15 years ago, NARTB, in conjunction with the AAAA, developed a proposed standard contract form. This was submitted to the membership, but no requirement that it be used was incorporated. The radio form contains a clause calling for a 15% agency commission.

During the last year NARTB has worked up a standard contract form for video. This also contains a 15% clause. This again was a suggested form, with no requirement that it be used by telecasters.

A HEARTY mass handshake completes contract-signing ceremonies in Hollywood in which Quaker State Oil Refining Corp. of Calif., Los Angeles, through Kenyon & Eckhardt Inc. there, starts Mon.-Fri., 10-minute *Bill Brundige Sports* on 45 Don Lee Broadcasting System stations for 13 weeks from April 4. L to r: seated, Andrew J. Shidmantle, Quaker State president and general manager; Norman Boggs, Don Lee sales vice president; standing, Les Sholty, Los Angeles manager, Kenyon & Eckhardt Inc.; Mr. Brundige, Don Lee sportscaster, and Joseph Parsons, Don Lee account executive.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

May 4 (10-11 p.m.): *Best of Broadway,* "Broadway," Westinghouse Electric Co. through McCann-Erickson.

May 12 (8:30-9:30 p.m.): *Shower of Stars,* "High Pitch," Chrysler Corp. through McCann-Erickson.

NBC-TV

May 2 (8-9:30 p.m.): *Producers' Showcase,* "Darkness at Noon," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

May 7 (9-10:30 p.m.): *Max Liebman Presents,* "Desert Song," Oldsmobile Div., General Motors through D. P. Brother & Co.

May 11 (9-10 p.m.): *Kraft Television Theatre,* "Judge Contain's Hotel," through J. Walter Thompson Co.

May 20 (7:30-7:45 p.m.): *Coke Time,* Coca-Cola Co. through D'Arcy Advertising Co. (commercials only in color).

May 22 (7:30-9 p.m.): *Max Liebman Presents,* Hazel Bishop Inc., through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

May 30 (8-9:30 p.m.): *Producers' Showcase,* "Petrified Forest," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

[Note: This schedule will be corrected to press time of each issue of B•T.]

15-Minute Segment Scarcity Behind Regional Buying Wave

THE CONTINUING scarcity of quarter-hour evening segments on the radio and tv networks has started a growing movement of advertisers toward regional placement of their 15-minute offerings.

This week alone two major clients—General Tire & Rubber Co. and Oldsmobile Dealers of America—B•T learned, have reinforced the new pattern with General Tire adding 39 sta-

tions to its existing list while Oldsmobile bought a new schedule in more than 170 cities.

General Tire & Rubber Co. (for its dealers) is currently sponsoring Harry Wismer in a quarter-hour sports show in 35 markets, placed through D'Arcy Adv., New York. Effective yesterday (Sunday), the firm expanded its coverage for the program to 75 markets. The average contract runs for 26 weeks.

The Oldsmobile Dealers of America purchased the *Patti Page Show*, a 15-minute musical series to be presented in over 170 cities starting July 1.

The deal was negotiated for Miss Page by General Amusement Corp., through D. P. Brothers & Co., Detroit, advertising agency for Oldsmobile. The contract on each station will be for 52 weeks. Joseph Santley will produce and direct the program filmed in New York.

Another advertiser placing quarter-hour programs regionally is E. I. duPont de Nemours for its Zerone and Zerex, anti-freeze products, which signed Frank Leahy to star in a football forecast series to be on 15 stations starting in October. Norman Sper Jr. will produce the show. BBDO, New York, is the agency.

Nehi Corp., for its Royal Crown Cola, also through BBDO, placed a quarter-hour show featuring the Ames Brothers in more than 195 markets.

$8 Million Budget Set by Studebaker

A RECORD-BREAKING $8 million has been budgeted by the Studebaker Div. of Studebaker-Packard Corp., South Bend, Ind., for advertising during 1955, with television slated for a 20% slice, the company announced last week.

Television probably will be alloted $1.6-$1.75 million—somewhat more than the $1.4 million originally set aside last fall [B•T, Oct. 4, 1954], it was understood.

Studebaker is alternate-week sponsor with Packard Div. of *Tv Reader's Digest* on ABC-TV, Mon., 8-8:30 p.m. EDT, under a 26-week contract. Studebaker also plans to purchase spot radio for special dealer campaigns. Until last January it had carried programs on as many as 90 radio outlets and also sponsored participations.

The $8 million budget means an approximate 30% boost in product advertising for Studebaker, according to Frank W. Noble, its advertising manager, who announced the 1955 expenditures. The advertising increase is in line with Studebaker's "highly accelerated sales program," Mr. Noble observed.

FRANK LEAHY (r), former Notre Dame football coach, and C. K. Johnson, anti-freeze (Zerone, Zerex) advertising manager for E. I. duPont de Nemours, Wilmington, Del., discuss plans for the 15-minute series, *Frank Leahy and His Football Forecasts*, starting on 15 tv stations in October (see story at left).

Brioschi Sets Radio Drive In N. Y., N. J., Conn. Areas

IN OBSERVANCE of its 50th anniversary, A. Brioschi Co. (antacid crystals), Fairlawn, N. J., last week launched a six-week $50,000 radio advertising campaign designed to saturate the New York, Connecticut and New Jersey metropolitan areas. It was described as the company's "biggest advertising and promotion splurge in its history."

The company has purchased more than 600 one-minute announcements on New York stations including WRCA, WCBS, WINS, WMGM, WMCA, WOR, WNEW and WAAT Newark and WPAT Paterson, both New Jersey. Tying-in with the campaign will be personal appearances in areas where the Brioschi product is carried by such disc jockeys as Bob and Ray, Alan Freed, Ted Brown, Art Ford, Klavan and Finch and Bob Haymes.

"I think radio will deliver the biggest listening audience for us," Mark Brizzolara, vice president of Brioschi, declared. "Radio is still a foremost and important sale medium for national products and we believe in radio enough to spend a good part of our budget on this six-week test campaign."

A CHECK for $1,000 is awarded to KVTV (TV) Sioux City, Iowa, for taking first place in the Lone-Ranger-General Mills National Merchandising Contest. Don D. Sullivan (3d from l), advertising director of KVTV and WNAX Yankton, S. D., accepts the check on behalf of the station from A. G. (Mickey) Ireland, General Mills territory jobber representative. Taking part in the presentation are (l to r): Joe S. Anderson, GM Sioux City retail representative; Don H. Beedle, KVTV promotion director; Messrs. Sullivan and Ireland; Robert B. Donovan, KVTV sales service manager, and Robert R. Tincher, vice president and general manager of Cowles Broadcasting Co., KVTV-WNAX licensee.

'DSS' Devises Formula For Local-National Ad Link

"IN MOST retail advertising, there is a large gap between national and local advertising," according to the March issue of *Department Store Studies*, a continuing analysis of radio advertising for retailers with reports on retail radio campaigns in test markets. "There is no link between what national advertisers are doing in their advertising efforts and what is done at the local level by those stores that carry these nationally advertised brands."

A formula which *DSS* devised for stores and reports to be working successfully is described as follows:

"We get commercial copy made up by the local retailer. We send this, in our test cases, to the national advertising agencies carrying the accounts of the manfuacturers whose products are being locally advertised. These national advertising agencies have the local copy recorded by their national advertising announcers. Thus all copy starts out with the announcer identifying himself. He then delivers the commercial which mentions the local store. He endorses the store, suggests that listeners visit the store, do all their buying at the store, and then specifically plugs the specific item.

"This is a rather round-about way of getting copy on the air," *DSS* admits, but says that it appeals to the advertising agencies and also "places the radio stations in closer contact with the agencies and is generally profitable for them."

New York Court Enjoins Freezer Plan Advertising

INJUNCTION was issued last week by New York Supreme Court Justice William S. Hecht Jr. restraining National Food Clubs Inc. from "indulging in advertising practices which mislead or confuse the public."

This action came after New York State Attorney General Jacob K. Javits, with the consent of National Food Clubs, had filed the injunction in Supreme Court on April 22. According to Mr. Javits, the company conducted an extensive advertising campaign, primarily on radio and television, to induce the public to become members of the food club through purchase of freezers and food. In the advertising, he said, the prospect was led to believe the freezer would be a gift, but actually it cost between $500 and $1,000. Mr. Javits said his office has been investigating the food plan industry for the past nine months.

National Food Clubs issued a statement, stressing that it signed the stipulation voluntarily and the stipulation "is not to be considered an admission of any wrong doing or unethical practices in the operation or maintenance of our business."

Hugh R. Jackson, president of the Better Business Bureau of New York City, applauded the action of Mr. Javits, and said that "the practices of this company and some other food plan operators have certainly been misleading to the public and injurious to public confidence in all advertising."

Kelley Joins Adcraft Agency

F. J. KELLEY has announced his resignation as executive vice president and general manager of WTSP St. Petersburg, Fla. He had purchased a 50% interest in the Adcraft Advertising Agency, 531 South Water St., Corpus Christi, Tex., where he will be in charge of radio-tv. Jack Olson succeeds Mr. Kelley at WTSP. Mr. Olson is also comptroller of the *St. Petersburg Times*, owned by Nelson Poynter, majority stockholder of WTSP.

. . . and April, 1955, was the 29th consecutive month during which more people watched WTOP-TV than any other television station in Washington.*

WTOP-TV
at Broadcast House
Washington, D. C.

Represented Nationally by CBS-TV Spot Sales

***Telepulse: Dec., 1952—Apr., 1955**

The contours shown here are the result of *actual* field strength measurements completed July 12, 1954. The signal strength map is based on data compiled by Professor H. M. Swarm of the Department of Electrical Engineering at the University of Washington and resident professional engineer licensed by the State of Washington.

This coverage together with the preferred low channel, maximum power, the Northwest's most talented and versatile personnel and the greatest network affiliation means consistently better advertising results. And that's FACT . . . not fancy.

FACT Coverage of a market area of 1,816,441 people—71% of Washington State's total.

FACT Coverage of a market area with over 3 billion dollars of effective buying income—68% of Washington State's total.

FACT Coverage of a market area where almost 2 billion dollars in retail sales are made annually—67% of Wash. State's total.

FACT Coverage of a bonus market in Canada and Oregon that totals an additional 583,367 people.

CHANNEL 4
KOMO TV

NBC FOR SEATTLE

AND WESTERN WASHINGTON
Call your Hollingbery man for availabilities

LATEST RATINGS

NIELSEN

TOP RADIO PROGRAMS
Two Weeks Ending March 26

Rank	Program	Homes (000)
Evening, Once-a-Week		
	(Average for all Programs)	(1,238)
1.	Lux Radio Theatre (CBS)	3,073
2.	People Are Funny (Toni) (CBS)	2,935
3.	Jack Benny Show (CBS)	2,889
4.	Amos 'n' Andy (Studebaker-Packard) (CBS)	2,752
5.	Amos 'n' Andy (CBS Columbia) (CBS)	2,706
6.	Dragnet (NBC)	2,522
7.	You Bet Your Life (NBC)	2,431
8.	People Are Funny (Mars) (CBS)	2,155
9.	FBI in Peace and War (CBS)	2,064
10.	Our Miss Brooks (Amer. Home) (CBS)	1,972
Evening, Multi-Weekly		
	(Average for all Programs)	(917)
1.	News of the World (NBC)	1,880
2.	One Man's Family (NBC)	1,789
3.	Great Gildersleeve (NBC)	1,559
Weekday	(Average for all Programs)	(1,605)
1.	Helen Trent (Amer. Home) (CBS)	2,476
2.	Helen Trent (Participating) (CBS)	2,339
3.	Our Gal, Sunday (Participating) (CBS)	2,247
4.	Ma Perkins (CBS)	2,247
5.	Arthur Godfrey (Kellogg) (CBS)	2,247
6.	Arthur Godfrey (Campana) (CBS)	2,201
7.	Our Gal, Sunday (Amer. Home) (CBS)	2,201
8.	Aunt Jenny (CBS)	2,201
9.	Guiding Light (CBS)	2,201
10.	Young Dr. Malone (CBS)	2,155
Day, Sunday		
	(Average for all Programs)	(504)
1.	Adventures of Rin Tin Tin (MBS)	1,146
2.	Galen Drake (Sun. 8:55) (CBS)	1,055
3.	Sunday Gatherin, (CBS)	963
Day, Saturday		
	(Average for all Programs)	(871)
1.	Gunsmoke (CBS)	2,064
2.	Robert Q. Lewis (H. Curtis) (CBS)	1,513
3.	Robert Q. Lewis (Milner) (CBS)	1,284

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PULSE

Top 20 Once a Week Tv Shows

	Rating Mar.	Rating Feb.
Jackie Gleason (CBS)	45.4	41.9
Producer's Showcase (NBC)	44.1	
Toast of the Town (CBS)	41.8	39.5
Dragnet (NBC)	40.2	40.4
Groucho Marx (NBC)	40.0	38.6
George Gobel (NBC)	34.7	29.6
Bob Hope (NBC)	33.3	31.5
Disneyland (ABC)	31.7	29.5
Robert Montgomery (NBC)	30.9	
Two for the Money (CBS)	30.9	28.5
Jack Benny (CBS)	30.8	30.0
Ford Theatre (NBC)	29.6	29.2
Our Miss Brooks (CBS)	28.7	29.0
Fireside Theatre (NBC)	28.6	27.7
What's My Line? (CBS)	27.9	27.8
I've Got a Secret (CBS)	27.7	26.6
Lux Video Theatre (NBC)	27.7	
Life of Riley (NBC)	27.6	
I Love Lucy (CBS)	27.4	38.9
Your Hit Parade (NBC)	27.4	

Top 10 Multi-Weekly Tv Shows

	Rating Mar.	Rating Feb.
Howdy Doody (NBC)	16.1	16.5
News Caravan (NBC)	16.1	15.0
Dinah Shore (NBC)	15.7	14.8
Eddie Fisher (NBC)	15.3	13.9
Perry Como (CBS)	14.3	15.5
Pinky Lee (NBC)	14.3	13.7
Search for Tomorrow (CBS)	13.7	13.3
Arthur Godfrey (CBS)	12.9	13.3
Guiding Light (CBS)	12.9	12.3
CBS News (CBS)	12.8	13.5
Love of Life (CBS)	12.8	

Three Sign With ABC-TV For 'Warner Bros.' Series

SIGNING of three national advertisers as sponsors of *Warner Bros. Presents,* due to start on ABC-TV Sept. 13, 7:30-8:30 p.m., was announced last week by Robert E. Kintner, president of ABC. The advertisers are: Liggett & Myers Tobacco Co., through Cunningham & Walsh Inc.; General Electric Co., through Maxon Inc. and Young & Rubicam, and Monsanto Chemical Co., through Needham, Louis & Brorby Inc. and Gardner Adv. Co.

Liggett & Myers has signed for one half-hour each week for Chesterfield and L&M cigarettes. GE will sponsor one half-hour alternate weeks for radio-tv sets and small appliances. Alternating with GE will be Monsanto for chemicals and plastics and the company's detergent, All.

The program series will be based on three motion pictures—"Kings Row," "Casablanca" and "Cheyenne." Each episode will be a complete story, however. Each of the three stories will be filmed especially for tv and will feature new stars. Production will be under the direction of Jack Warner, vice president of Warner Bros. Pictures Inc.

Advertising Council Honors Belding, Eller at Dinner

TESTIMONIAL DINNER will be held Thursday for Don Belding, chairman of the executive committee, Foote, Cone & Belding, and Russell Z. Eller, advertising manager, Sunkist Growers, by The Advertising Council at the California Club in Los Angeles, the Council is annnouncing today (Monday). Messrs. Belding and Eller will be honored for their contributions to the forest fire prevention campaign which has been active 13 years, according to Allan M. Wilson, acting president of the council.

Chairman of the dinner committee is Charles S. Jones, president of the Richfield Oil Co. Principal speaker will be Richard E. McArdle, chief of the Forest Service (Agriculture Dept.). The public service campaign is conducted for the Forest Service and for the Assn. of State Foresters by the council.

Mr. Eller had served as volunteer coordinator of the "Smokey Bear" campaign and Foote, Cone & Belding has created all advertising materials since the project was begun in early 1942. It's estimated that more than $60 million worth of broadcast time and advertising space have been contributed to the fire prevention program.

Peale Changeover to Radio Draws Favorable Comments

DOESKIN PRODUCTS Inc., which has switched from television to radio (sponsoring Dr. Norman Vincent Peale on NBC Radio), last Wednesday reported in a national sales meeting held on closed circuit (25-minute hookup of NBC stations which carry the Peale show), that the changeover has elicited "a literally phenomenal response."

Dr. Peale, NBC Executive Vice President Robert Sarnoff, Doeskin President Emanuel Katz, and the company's director of sales, Grant P. Stinchfield, and merchandising manager, Ray Marcus, took part in the meeting.

Mr. Katz said since the first day Doeskin has sponsored Dr. Peale (April 4) the company has been the subject of many news items in the daily press and in business papers on both the switch back from tv to radio and on the first commercial network radio sponsorship of a Protestant minister. Posters announcing the move have been distributed in newsstands, drug stores, groceries and supermarkets, as well as radio stations. More mail was received by Dr. Peale in 21 days of April than for the total days of February and March, he continued.

Dr. Peale told the salesmen that positive thinking about both the product they sell and their own ability are basic in salesmanship.

Anderson & Cairns Moves to Larger Office

ANDERSON & CAIRNS, New York, announced that due to "the need for more efficient operating space because of substantial growth in the new business," the agency, effective yesterday (Sunday), moved into new quarters at 130 E. 59th Street.

The agency will occupy an entire floor. The radio and television department features physically expandable space. One of the conference rooms is so situated that it can become, when needed, an integrated part of the radio-tv department. This was accomplished by placing the department's workroom next to the major conference room so that films and slides may be shown through a cut in the wall without having to move the equipment from one room to another.

ARB's 'A-to-Z' Study Out

COMPLETION of its "Abilene-to-Zanesville" study of the television audience in 140 medium-to-small markets [B•T, March 7] and the compilation of the case histories of those markets has been announced by the American Research Bureau. The report is now being offered to agencies, stations, networks and sponsors.

James Seiler, director of the ARB, said the report has been enthusiastically received and a similar, annual survey is being planned.

Bavarian on WKRC-TV

BAVARIAN Brewing Co. of Covington, Ky., has signed a 52-week contract with WKRC-TV Cincinnati to sponsor a half-hour film series titled *Promise Playhouse* (Monday through Friday, 10:30 to 11 p.m.), it has been announced by David G. Taft, executive vice president of Radio Cincinnati Inc., WKRC-TV licensee. Bavarian agency is Peck-Heekin Advertising Agency.

SPOT NEW BUSINESS

Sinclair Refining Co., N. Y., planning purchase of local radio-tv spot announcements and programs as part of campaign introducing new Power-X gasoline. Agency: Morey, Humm & Johnstone, N. Y.

Resolute Paper Products Corp., N. Y., preparing four-week tv spot saturation campaign test for Resolute wax paper in South Carolina area only, starting May 7. Results will determine future tv expansion. Agency: Ettinger Adv. Agency, N. Y.

General Aniline & Film Corp., N. Y., for Ansco Photo Div., Binghamton, N. Y., buying about 40 radio and half-dozen tv markets for spot schedule for Ansco film beginning on varied dates in late April and early May for 13 weeks. Agency: Biow-Beirn-Toigo, N. Y.

Harian Publications (books, travel), Green Lawn, N. Y., which had successful radio campaign in major markets this year, planning to expand mail order campaign in secondary radio markets using many as possible; few tv markets also will be tested. Agency: Paul Minor Assoc., N. Y.

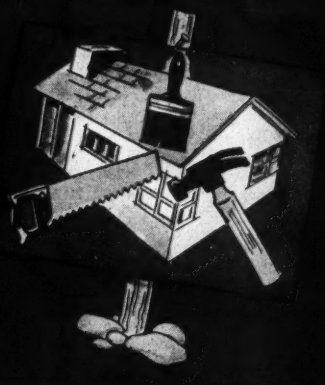
STAKE YOUR CLAIM

IN NEW

RCA *Thesaurus* Platinum Anniversary money-yielding features

20 PLATINUM YEARS 1935 RCA Thesaurus PLATINUM ANNIVERSARY 1955 THESAURUS SERVICE

THE GRANTLAND RICE STORY—*from The Tumult and The Shouting* . . . 15 minute, once a week broadcast with famous sportscaster Jimmy Powers and big name "sports world" guests such as Bobby Jones, Walter Hagen, Ty Cobb and Gene Tunney. Fully recorded.



DO-IT-YOURSELF. . . Cash in on your local share of the 6 billion dollar do-it-yourself business with this new Thesaurus "Do-it-Yourself" 15 minute show. Three times per week.

RCA

RECORDED PROGRAM SERVICES

RADIO CORPORATION OF AMERICA • RCA VICTOR RECORD DIVISION

TMKS. ® © RCA

THE FRANK LUTHER FUN SHOW . . . Frank Luther, nationally popular entertainer, brings enjoyment to children from 6 to 96 . . . fully recorded with songs—many created specially for this show, plus jokes, limericks, "mail-pulling" ideas and guest stars.

GREAT DAYS WE HONOR . . . 15 minute, fully recorded show for 39 important holidays during the year. 10 Catholic holidays, 10 Jewish, 10 Protestant and 9 Patriotic holidays. Ideal for institutional type advertisers. Ray Middleton, Henry Hull, other well known personalities.

It's our Platinum Anniversary . . . we're 20 years old, and to celebrate we're adding 8 new sponsor-selling, platinum-studded features to our service.

For the past 20 years our Library Service has been growing bigger, better, and more profitable for our subscribers. The broad range of 25 different shows, complete continuity service, sponsor-selling recorded sell-effects, voice tracks, sales clinching brochures, new big local time selling merchandising plan, other *selling* aids, and 52 new releases each and every month . . . all this gives RCA Thesaurus subscribers the most profitable program service in the industry. For example, due to tremendous success of two of our shows, we are increasing the popular Freddy Martin and Sammy Kaye programs from 3 broadcasts a week to 5.

Stake your claim to the lion's share of your local advertisers' dollars by using the one Library Service that's king of them all! Write, wire or call, today your nearest Recorded Program Services office.

SHOP AT THE STORE WITH THE MIKE ON THE DOOR . . . a great new local radio time selling merchandising plan. Builds sales and listeners.

PRESENTING THE STATESMEN QUARTET . . . A popular, talented group brings favorite gospel type singing to your listeners. ½ hour, once a week.

CONCERT ON THE MALL . . . This rich, lush sounding band plays everything . . . from "South Pacific" medleys and traditional marches to symphonic and popular types of music. ½ hour, once a week.

WEEKEND SHOPPERS' SPECIAL . . . This new show was designed to give stations a program with strong appeal to sponsors who want to sell to weekend shoppers. Ideal for participations. Once a week, 30 minutes.

630 Fifth Avenue, New York 20, N. Y. — JUdson 2-5011
1016 N. Sycamore Ave., Hollywood 38, Cal. — HOllywood 4-5171
522 Forsyth Building, Atlanta 3, Ga. — LAmar 7703
445 N. Lake Shore Drive, Chicago 11, Ill. — WHitehall 4-3530
1907 McKinney Avenue, Dallas 1, Tex. — RIverside 1371

SPOT RENEWALS

San Francisco Brewing Co. (Burgermeister Beer), S. F, purchases national radio-tv rights to all 1955 Los Angeles Rams and San Francisco 49ers professional football games for third consecutive year. Possible co-sponsorships have not yet been negotiated. Agency: BBDO, S. F.

NETWORK NEW BUSINESS

Gillette Safety Razor Co., Boston, will sponsor on CBS Radio and CBS-TV Kentucky Derby (5:15-5:45 p.m. EDT) May 7; Preakness Stakes (5:30-6 p.m. EDT) May 28, and Belmont Stakes, (4:30-5 p.m. EDT) June 11. Agency: Maxon Inc., N. Y.

Cook Chemical Co., Kansas City, to sponsor *Cecil Brown and the Real News of the Morning* on MBS (Mon.-Fri., 9:30-9:35 a.m. EDT), starting May 2. Agency: Emil Mogul Co., Chicago.

Pacific Mutual Life Insurance Co., L. A., enters radio for first time with *Virgil Pinkley and the News* (Mon.-Fri., 6:30-6:45 p.m. PDT) on 19 Don Lee Broadcasting System stations in California for 52 weeks from today (Mon.). Agency: Foote, Cone & Belding, L. A.

Johnson & Johnson (baby products), New Brunswick, N. J., will sponsor participations on NBC-TV shows *Ding Dong School, Tennessee Ernie Ford* and *Pinky Lee,* starting early this month. Agency: Young & Rubicam, N. Y.

AGENCY APPOINTMENTS

Southern Reddi-Wip Inc. (Texas franchise of Reddi-Wip Inc., whipping cream, St. Louis) appoints Evans & Assoc., Fort Worth, Tex., for special tv advertising operation. Plans call for intensive tv schedule in all Texas markets, built around seasonal promotional themes.

Southern Airways, Atlanta, appoints Day, Harris, Mower & Weinstein Inc., same city. Radio will be used in heavy spring and summer advertising.

Virginia Electric & Power Co., Richmond, Va., appoints Cargill & Wilson, Inc., same city. Radio-tv will be used.

American Mutual Liability Insurance Co., Boston, has named Compton Adv., N. Y.

AGENCY RESIGNATION

Weill & Eby Inc., Buffalo, N. Y., has resigned account of Fox Haven Frozen Foods Ltd., Chippewa, Ont.

A&A PEOPLE

Edward J. O'Malley, formerly with McCall Corp. (publications), N. Y., appointed vice president and account executive, Schram Adv. Co., Chicago.

Warren Kratky, media director and plans board member, Gardner Adv. Co., St. Louis, elected vice president and will head newly-created marketing department.

MR. KRATKY

Robert Blend, administrative art director, and **William Zerweck,** production manager, William H. Weintraub & Co., N. Y., named vice presidents.

John F. Singleton, spacebuyer, Tatham-Laird Inc., Chicago, appointed media supervisor.

T. A. Doyle, Biow-Beirn-Toigo, N. Y., named associate media director.

John R. Hurley, formerly account suervisor, Manning Public Relations Firm, N. Y., appointed public relations manager, BBDO, Detroit.

Peter C. Poss, former assistant advertising manager, Timken Roller Bearing Co., Canton, Ohio, appointed media director, Wellman, Buschman & Hines Inc., Cleveland.

MR. POSS

John J. Signor, advertising and promotion manager, KYW Philadelphia, to Arndt, Preston, Chapin, Lamb & Keen, same city, as account manager.

Robert R. Roy appointed account executive, Ross Roy Inc., Detroit.

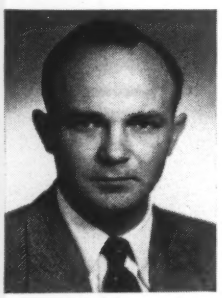
G. Kenneth Adams to Courtland D. Ferguson Inc., Washington, as account executive.

Hal Taft, local sales staff, KBTV (TV) Denver, to George Cherry Adv. Agency, same city, as account executive, effective today (Mon.).

Harvey J. Bressler, formerly sales and advertising director, United Mills Corp., Mount Gilead, N. C., to Lewin, Williams & Saylor, N. Y., as account executive.

George Allen, radio-tv director, Guild, Bascom & Bonfigli Inc., Hollywood, adds duties as program director.

Thomas D. Wharton, news editor, public relations dept., Western Electric, N. Y., to Hege, Middleton & Neal Adv., Greensboro, N. C., as public relations director.



MR. WHARTON

Burton R. Durkee, formerly account supervisor, Maxon Inc., Detroit, appointed advertising and merchandising director, Chrysler Div., Chrysler Corp., same city.

Harry Roggenburg, formerly marketing professor, Rutgers' U., New Brunswick, N. J., to Advertest Research, same city, as associate director; **Munro Kagno,** formerly with psychological and statistical depts., New York U., N. Y., to Advertest as project director.

Weston B. Emmart, Benton & Bowles, N. Y., to Kudner Agency, same city, as tv art director.

Charles Miller, formerly with Cecil & Presbrey, N. Y., to Emil Mogul Co., same city, as associate art director.

Chandler Davis, mathematics teacher, U. of Michigan, Ann Arbor, to research dept., Kenyon & Eckhardt, N. Y., in newly-created position, experimental research director; **Eric Marder,** International Research Assoc., N. Y., to K&E research dept. as account research director.

Edward Groenboom, media and research director, Critchfield & Co., Chicago, retires May 15 after 44 years with agency.

Donald B. Kenyon appointed media, research, copy and merchandising consultant, John Duffy Co., Cleveland.

Paul I. Mahler, former sales promotion director, WERE Cleveland, to McCann-Erickson, same city, as promotion writer.

Bill Hyer to radio-tv dept., Foote, Cone & Belding, Chicago; **James Sanders** and **Jane Zimmerman** to copywriting staff.

George A. Tychsen, Schwimmer & Scott, Chicago, to radio-tv dept., N. W. Ayer & Son, N. Y., as copywriter.

William E. Palmer, former account executive and merchandising director, Benton & Bowles, N. Y., to merchandising dept., William Esty Co., N. Y.

Bernard Kuby to copy staff, Campbell-Mithun Inc., Minneapolis.

Morris E. Jacobs, president, Bozell & Jacobs Inc., Omaha, elected director, Omaha & Council Bluffs Street Railway Co.

AGENCY SHORTS

Jordan-Lewis Co., Suite 1103, 39 Broadway, N. Y., established by Ira L. Joachim, former advertising manager, London Records Inc., N. Y.

Donlee Agency, Box 51, Pompton Lakes, N. J., established, specializing in publicity and sales promotion for organizations in New Jersey-New York areas. First agreement was made with Eastern Cowboys Assn. to promote 34 rodeos in 1955 to be held at Upper Saddle River, N. J. Radio-tv will be used.

Fred M. Randall Co., Detroit, moves to new and larger quarters, 10th floor, Book Bldg., Washington Blvd.

William Esty Co., N. Y., elected to American Assn. of Adv. Agencies.

Boland Assoc., S. F., forms Boland Assoc. Ltd., Honolulu, with offices at 1060 Bishop St. Foreman Thompson, former advertising manager, TPA Aloha Airlines, Honolulu, president of new firm, with Walter Boland, vice president; John Ebner, treasurer; A. William Barlow, secretary, and P. K. Macker and Barry W. Boland, directors.

Larry Raymond Co., L. A., elected to American Assn. of Adv. Agencies.

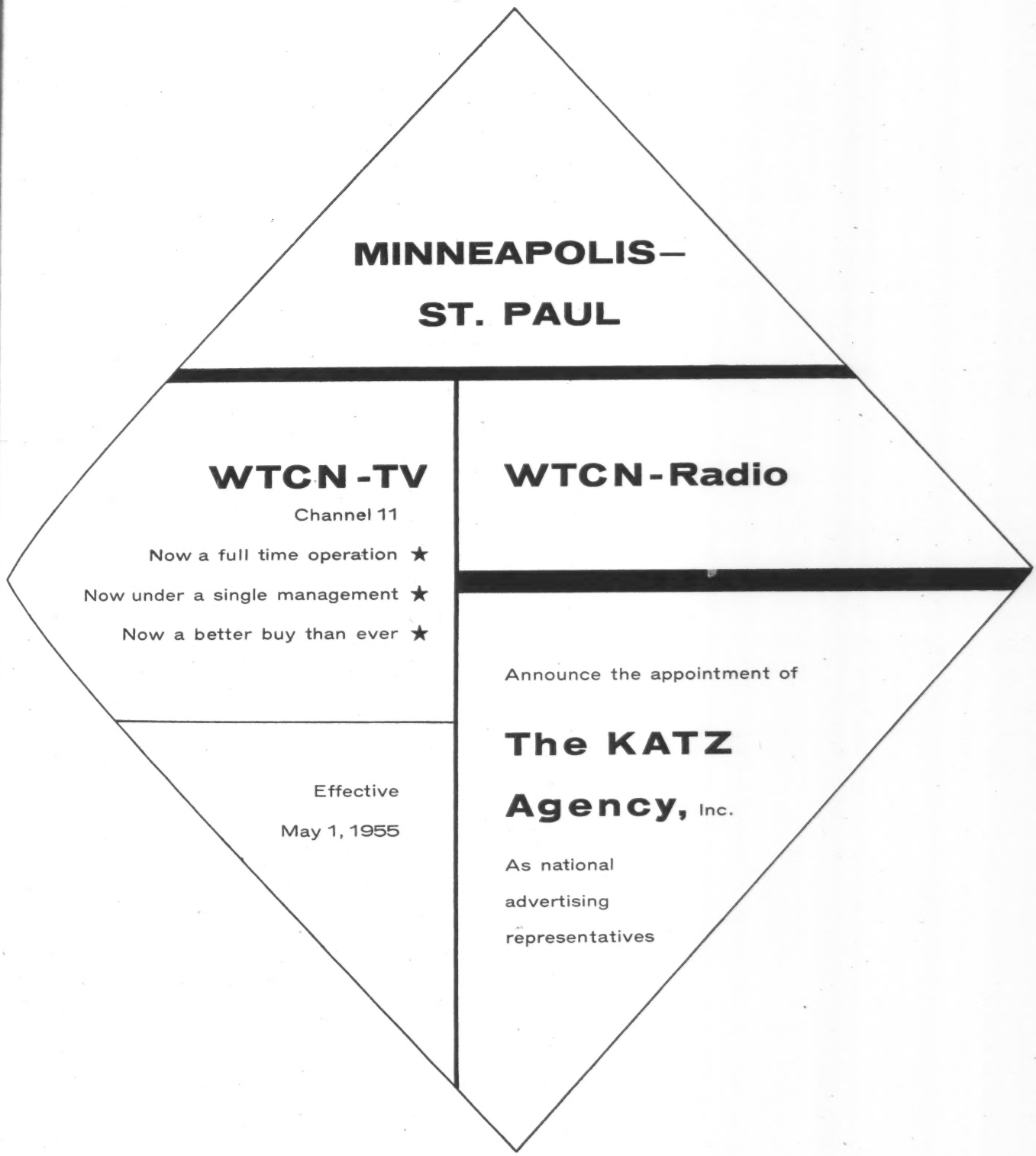
Takes Space in 'Time'

A FULL-PAGE ad in the May 2d issue of *Time* magazine has been purchased by KLZ-AM-TV Denver "to tell at least part of the story of Denver to the world." The ad, considered a precedent-setter, ran in black-and-white, which according to *Time* rates costs $9,045.

Headlined "Get a Headstart on Your Future in Denver," the ad contains a brief message by Hugh B. Terry, KLZ-AM-TV president and general manager, and illustrations of the many facets that make Denver an attractive place for a "real opportunity" and "satisfying life."

Aladdin Broadcasting Corp., KLZ-AM-TV licensee, is owned by LTF Broadcasting Corp., a subsidiary of *Time* magazine.

the ABC affiliates in America's 13th market



NTA Spends $1 Million For Tv Film Rights

Firm to distribute 40 films still in theatrical release. President also reports expansion of office space.

IN A MOVE said to represent the company's "largest single package investment of the year," National Telefilm Assoc. Inc., New York, has spent $1 million for tv distribution rights to 40 feature films.

In releasing details of the purchase last week, Ely Landau, NTA president, said the new films are still in theatrical release. The company, he said, has acquired from Alexander Korda-Elia Lopert such motion pictures as "The Tales of Hoffman," "The Captain's Paradise," "Breaking Through the Sound Barrier" and "The Great Gilbert and Sullivan" and from J. Arthur Rank such films as "Highly Dangerous," "Valley of the Eagle" and "Dark Moon," among others.

In syndicated films, Mr. Landau said, NTA has obtained distribution rights to a new half-hour tv film series, *Police Call,* based on the

OLIVER A. UNGER (l), executive vice president of National Telefilm Assoc., agrees to a $500,000 deal with Elia Lopert (seated) and Sir Alexander Korda for seven-year tv distribution rights to Korda-Lopert films. The agreement is half of NTA's $1 million investment in tv rights.

files of international police forces, and to *The New Adventures of China Smith,* half-hour series starring Dan Duryea.

In line with an expansion program at the company, Mr. Landau last week also announced that NTA is moving its offices in New York, Chicago and Hollywood to larger quarters.

He reported that NTA has signed a 10-year lease for 5,000 sq. ft. of office space in the 60 W. 55th St. building in New York, which it will occupy starting June 1, and also a long-term lease on a seven-room suite in the Michigan-Ohio Bldg. in Chicago. Mr. Landau said the company recently completed its move on the West Coast to larger quarters at 8732 Sunset Blvd., Hollywood.

Guild Opens in Minneapolis

GUILD FILMS Co., New York, has established a new office in Minneapolis at North West Bank Bldg., room 517, with Marv Lowe as account executive in charge. Guild now has 17 regional offices in addition to New York headquarters.

Storyboard on Film

ADVERTISING AGENCIES are being given a chance to look before they leap into production of film commercials through a new service announced last week by Empire Film Productions Corp., New York, the film subsidiary of Empire Broadcasting Corp., transcription firm.

The company has introduced a "projected storyboard" service which amounts to a full dress rehearsal on film for a commercial in what Empire describes as "an intermediate step between the advertising agency storyboard and the finished production." By using the new service an agency may present and demonstrate a commercial to a client at the same time it auditions talent, pre-tests the spot and clears up production problems.

Restraining Order Granted Ziv Tv, Author Philbrick

TEMPORARY restraining order was granted last Tuesday in Los Angeles Superior Court to prevent further exhibition of a theatrical film titled "I Led Two Lives." The order followed filing of a suit by Ziv Television Programs and author Herbert A. Philbrick charging use of the title constitutes a wrongful and unlawful appropriation of *I Led Three Lives,* Ziv's syndicated half-hour tv film series based on Mr. Philbrick's book.

The suit, naming Harry Farros, Roy Reid, George Weiss and George Weiss Productions as defendants, claims that Mr. Weiss and/or his company produced a theatrical film based on the sex transformation of a human being and exhibited it in theatres throughout the country under the title of either "I Changed My Sex" or "Glen or Glenda" until five or six months ago.

At that time, according to the suit, Mr. Farros acquired western states distribution and exploitation rights and appointed Mr. Reid his Los Angeles area agent. When the feature film was exhibited theatrically in the Los Angeles area from on or about April 1 to about April 14, the action charges the title was changed to "I Led Two Lives."

Plaintiffs ask for an accounting of receipts when feature was shown under the "I Led Two Lives" title; $250,000 damages; temporary restraining order; preliminary injunction pending trial, and a decree making such injunction permanent and preventing further release of the feature under the "I Led Two Lives" title.

Autry, Rogers Film Sales Reach $3 Million, MCA Says

SALES on the package of 123 Gene Autry and Roy Rogers feature films have reached the $3 million mark in three weeks of syndication, it was announced last week by Wynn Nathan, vice president in charge of sales for the Film Syndication Div. of MCA-TV.

The figure covers sale of the package to the four General Teleradio Inc. stations in New York, Los Angeles, Boston and Memphis and to stations in an unspecified number of markets. Mr. Nathan noted that these sales had been achieved in advance of an extensive advertising campaign scheduled to start May 2.

Mr. Nathan also announced that the sale of the package has been turned over to Lou Friedland, vice president in charge of the Station Program Sales Div. of MCA-TV.

Screen Gems to Release 'Bengal Lancers,' 'Circus'

TWO NEW half-hour tv film series, *Tales of the Bengal Lancers* and *Circus Boy,* will be produced for Screen Gems release during the 1955-56 season, it was announced today (Monday) by Ralph M. Cohn, vice president and general manager of the television subsidiary of Columbia Pictures Corp.

With the addition of these two series, Mr. Cohn said, Screen Gems will have 10 series in production at the Columbia studios and Corrigan's Ranch in California.

FILM SALES

Screen Gems Inc., N. Y., has sold *Father Knows Best,* half-hour tv film series, to Canadian Broadcasting Corp. for showing in Canada, said to be third American-produced tv series purchased by CBC; others are *Dragnet* and *I Love Lucy.*

Award Television Corp., N. Y., has reported *Jimmy Demaret* tv film show dealing with golf has been sold to 32 stations in U. S. and Canada. Award, which produces and distributes 15-minute show, has filmed 13 episodes and has additional 26 under production.

FILM DISTRIBUTION

Cinepix Inc., N. Y., has acquired for tv distribution 13 Buster Keaton half-hour shows; *Alice in Wonderland* hour-long feature; 13 British feature films, and 52 half-hour western films featuring Ken Maynard, Hoot Gibson, Tex Ritter, George O'Brien and Tom Tyler.

FILM PEOPLE

Bill Lawrence, west coast radio-tv-motion picture producer-director associated with comedian Bob Hope, to NBC Film Div., N. Y., as programs and production manager.

Jim Campbell, Reela Films Inc., Miami, promoted to sales manager.

Edward Buzzell, motion picture-tv director, signed by Screen Gems Inc., Hollywood, as producer-director, upcoming *You Can't Take It With You* half-hour film series; **William D. Russell** signed by SG to direct new *Father Knows Best* half-hour film series, starting Aug. 31 on NBC-TV for Scott Paper Co., Chester, Pa.

Theodore R. Lazarus, account executive, Donahue & Coe, N. Y., to George Blake Enterprises Inc. (industrial and tv film producers), N. Y., in executive capacity.

Solly Baiano, manager, casting dept., Warner Bros., Burbank, Calif., to firm's tv subsidiary, Sunset Productions, in same capacity.

Norman Land, Ziv Television Programs Inc., N. Y., appointed account executive, Ziv's International Div., headquartering in N. Y.

Guy Vaughn, formerly salesman, Ziv Television Programs Inc., N. Y., to eastern sales staff, NBC Film Div., same city.

George Yonan, formerly with Bolling Co. (radio-tv station representatives), Chicago, to tv sales dept., Filmack Studios, same city.

Ed Nofziger, cartoonist, Walt Disney Productions, Burbank, Calif., to United Productions of America, same city, as storyman.

Haan Tyler, west coast sales representative, Guild Films, Hollywood, to Tom J. Corradine & Assoc., same city, as agency representative.

REPETITION GETS RESULTS!

and WCOP's cost per thousand permits the highest frequency of impression in Greater Boston.

Persistency pays. And smart advertisers know that it takes frequency of impression to open a market's pocketbooks.

In the compact Greater Boston market, WCOP's one-minute saturation plan provides the incredibly low cost per thousand of just 19¢. Thus in America's second most concentrated market, WCOP provides more frequency of impression and MORE RESULTS per dollar than any other Boston station.

Ask your station or WEED representative for the fact-revealing story "HOW TO SELL THE CREAM MARKET OF NEW ENGLAND."

Sets per dollar delivered in Greater Boston by Boston stations, on minute package basis:

WCOP	**5,262**
Station B	3,333
Station C	2,176
Station D	1,867
Station E	1,785
Station F	1,470

"Repetition Builds Reputation"

WCOP **BOSTON**
5,000 watts on 1150

NOW *these feature pictures* *fo*

GENE A

for the first time on television....

AUTRY

Hand-picked, top budget, hour-long (53 min., 20 sec.) Republic Pictures Corporation feature films starring Gene Autry and a cast of top supporting players.

56

hour-long features

are immediately available for local, regional or national sponsorship from

MCA TV

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

Film Syndication

WIRE, PHONE OR WRITE YOUR NEAREST MCA-TV OFFICE TODAY
BEVERLY HILLS: 9370 Santa Monica Blvd., CRestview 6-2001
ATLANTA • BOSTON • BUFFALO • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • DETROIT • HOUSTON • INDIANAPOLIS • KANSAS CITY, MO. • MINNEAPOLIS • NEW ORLEANS
NEW YORK • PHILADELPHIA • PITTSBURGH • ROANOKE • ST. LOUIS • SALT LAKE CITY • SAN FRANCISCO • SEATTLE • TORONTO • LONDON • PARIS

NOW *these feature pictures ne*

ROY RO

never before on television.....

GERS

These hour-long (53 min., 20 sec.) Republic Pictures Corporation high budget productions star Roy Rogers and feature a well-known supporting cast.

67

hour-long features

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NEW YORK • PHILADELPHIA • PITTSBURGH • ROANOKE • ST. LOUIS • SALT LAKE CITY • SAN FRANCISCO • SEATTLE • TORONTO • LONDON • PARIS

PUBLISHERS MOUNT CAMPAIGN TO REGAIN MONEY LOST TO TV

Newspaper association, facing government antitrust action, notes loss in share of total advertising. Medical, toilet goods, cigarette accounts are singled out for special attention.

ALTHOUGH the threat of television competition did not provoke the rambunctious comment of recent years, the 1955 convention of the American Newspaper Publishers Assn. produced an outline for a campaign to woo back into newspapers certain classifications of advertisers that have invested heavily in tv.

The most noteworthy development aside from this projected newspaper "battle" on tv expenditures was a statement issued by the ANPA last Thursday on the final day of its three-day meeting at the Waldorf-Astoria Hotel. The statement notified the 1,286 delegates that the Dept. of Justice is expected to initiate shortly an antitrust suit against ANPA, charging it with having conspired not only with other trade association groups but with its own members, constituting violations of certain sections of the Sherman Act (see story page 31).

The strategy formulated to re-capture advertising lost to tv was outlined by Harold S. Barnes, director of ANPA's Bureau of Advertising. He told publishers that while newspapers' local volume of advertising has nearly tripled in the last 10 years, total advertising has gained at a similar rate. The newspapers' share of total advertising, he noted, "actually has dropped a little."

Singling out televison as the sharpest competitor in the past decade, Mr. Barnes revealed that the bureau has developed "a new weapon against tv," but he did not spell out specifics. He declared:

"We're convinced that the same number of dollars most advertisers are spending in television will do a better job in newspapers. We're showing tv advertisers what those dollars will buy in newspapers. And how much those dollars will buy in newspapers is making their eyes pop!"

The bureau, he said, is stepping up its sales work on "loss classifications" to other media, principally tv. Products listed by Mr. Barnes as receiving special attention from the bureau staff are medical and toilet good items and cigarettes.

Campaigns Planned

Other classifications on which the bureau will concentrate, Mr. Barnes said, are new cars, gas and oils, airlines, air conditioning and insurance. He pointed out that newspapers have been gaining in each of these groups but contended they are prone to "more intensive effort, and they're getting it."

He advocated that newspapers sell the "basic values" of the medium, and explained this by saying that newspapers are "the most nearly indispensable medium of mass communication . . . and offer the advertiser the opportunity to reach the maximum number of prospects in any market at any given time."

He voiced the belief that the bureau's program already is "paying off," citing the national linage results for the first quarter of 1955 compiled by Media Records Inc. Total first quarter linage was reported by Media Records to be 8.1% ahead of 1954, amounting to $187,603,217.

The bureau also released to the convention media records of national advertising expenditures in newspapers for 1954, showing total figure at $594,120,000, said to be the second highest national newspaper total on record. This total was reported to be 1.2% below 1953's all-time high of $601,224,000.

Breakdown compiled by Media Records showed the following percentage gain or loss in 1954 as against 1953: agriculture (minus 10.4), alcoholic beverages (plus 6.4), amusements (plus 14.6), confections (plus 25.9), educational (plus 13.1), groceries (minus 2.8), hotel and resorts (plus 3.1), housing equipment and supplies (plus 0.2), industrial (minus 4.7), insurance (plus 28.6), jewelry and silverware (plus 5.8), medical (minus 2.9), miscellaneous (minus 11.1), professional and service (minus 4.4), publications (minus 2.6), public utilities (plus 9.7), radio and telvision (minus 36.7), sporting goods (plus 36.3), tobacco (minus 17.1), toilet goods (minus 13.7), transportation (plus 5.0), wearing apparel (plus 6.8), automotive (plus 7.9).

New High Not Reached

Richard L. Jones, vice chairman of the board of directors of the Bureau of Advertising and president of the Tulsa Newspaper Printing Corp., made reference to the decline in national advertising, pointing out it was the first time in nine straight years that an all-time high had not been achieved. He used this frame of reference to justify the bureau's $1.6 million budget for 1955 adding that newspapers must not relax their efforts in the face of tv, radio and magazine competition.

"The brand new Television Bureau of Advertising," Mr. Jones pointed out, "is rolling steadily towards its announced goal of $1 million a year annual budget—a budget, incidentally, far bigger than those competitive organizations, the Radio Advertising Bureau and the Magazine Advertising Bureau, have ever achieved. The tv bureau's announced goal is to get more dollars out of newspapers at the local station level. Meanwhile, contrary to what one might expect, the Radio Advertising Bureau is far from moribund, but more active than ever before."

The opening remarks to the convention by Richard W. Slocum, *Philadelphia Bulletin* and president of ANPA, stressed the need for cultivating young readers in this era of television. He said that studies indicated no lessening of time spent in newspaper reading since the advent of tv, but noted they showed that newspaper circulations "are not keeping pace with population growth and that the number of newspapers per household has been gradually declining, even though total circulations have increased."

This condition, Mr. Slocum said, may be traceable in part to the habits of young people. He recommended a continuing program, directed to children, "in the art of reading with increased speed and greater satisfaction."

The question of children's reading habits and tv was discussed at a meeting of medium-sized newspapers (10-50,000 circulation). William T. Burgess of the *La Crosse* (Wis.) *Tribune* and *Leader Press* suggested that newspapers publish more feature stories with special appeal to children because of tv and its possible adverse effects on children's reading habits. This notion was challenged by Edward J. Hughes of the *Port Chester* (N. Y.) *Item*, Mr. Hughes contending that children are becoming more selective in their tv program fare, do more reading and are more interested in current events than some "ivory-tower" adults realize.

The middle-circulation group of newspapers also heard reactions of various publishers with reference to reporting television news and programs. Many reported that both news and "preview" features of television entertainment stimulated reader interest. Many said that sports programs on tv have helped to increase circulation, attributing this rise to interest on the part of the tv viewer to read the

HENRY G. LITTLE (2d r, front row), new board chairman of the American Assn. of Advertising Agencies, stands with new AAAA officers elected at the association's 37th annual meeting, held at the Boca Raton Club in Florida. L to r: front, Frederic R. Gamble, who was re-elected president; Vice Chairman Robert D. Holbrook, board chairman of Compton Adv., New York; Mr. Little, president and board chairman of Campbell-Ewald, Detroit; Secretary-Treasurer J. Paul Hoag, president and treasurer, Hoag & Provandie, Boston; back row, Director-at-Large Davis Danforth, executive vice president, BBDO; AAAA General Counselor George Link Jr., McKercher & Link, New York, and Director-at-Large George C. Reeves, vice president, J. Walter Thompson, New York.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

KTVX BOOSTS POWER TO 316,000 WATTS SHARPENS RECEPTION IN FOUR STATES

When television station KTVX, Muskogee-Tulsa, Okla., "threw the switch" on its new General Electric 50 KW transmitter last November 30, it became one of the nation's most powerful VHF stations—and, by far, the most powerful in eastern Oklahoma, according to station executives who add the following:

"Viewers in fringe area cities such as Fort Smith, Ark., Fayetteville, Ark., Noel, Mo., Caney and Independence, Kans.; and Perry, Ponca City, Miami, Talihina and Ada, Okla., called to report vastly improved reception. Hundreds of calls were received from Tulsa area viewers—in the City Grade coverage circle—saying reception was much sharper. Similar reports were contained in thousands of cards and letters which followed the boost to maximum power.

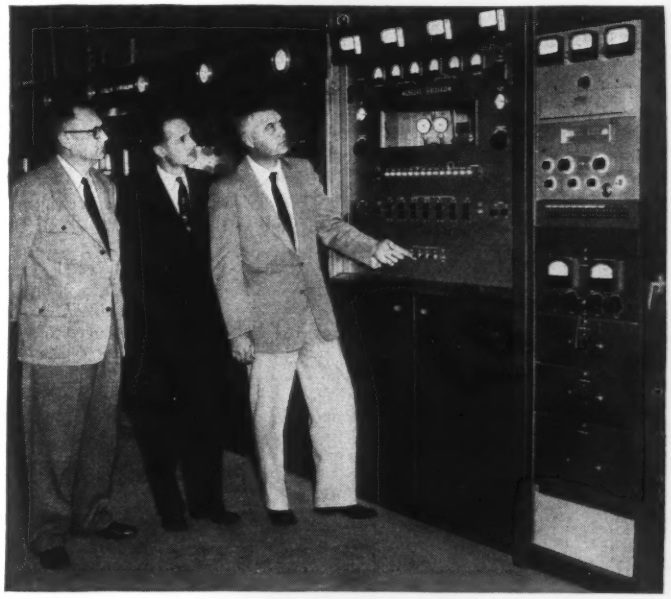
"The power increase carried the Channel 8 video signal to more than a million people in thirty-one counties of eastern Oklahoma, southern Kansas, western Arkansas and southwest Missouri.

"The event also climaxed a series of 'firsts' for the 316,000-watt television station, which is General Electric equipped from stem to stern."

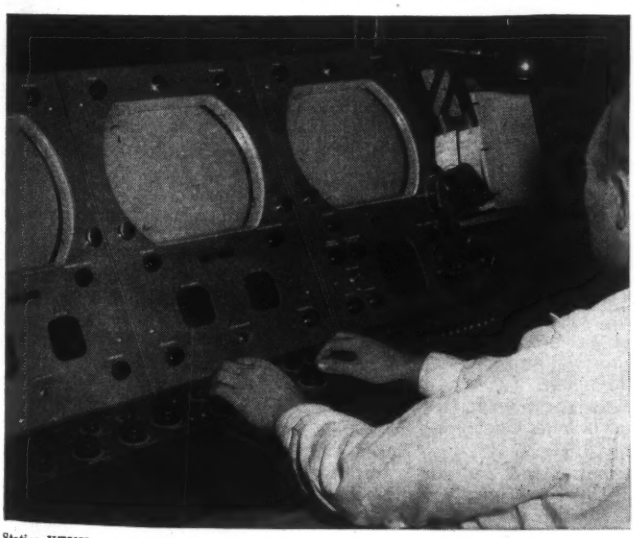
The new television transmitter, most powerful yet produced by General Electric, is one of the first of this model to be installed in the Southwest. There are numerous other G-E '50' installations including flagship stations of one major television network.

"Actual installation of the 50 KW transmitter was something of a record in itself.

"The KTVX transmitter building and the 650-foot tower—topped by its 12-bay high-gain General Electric antenna—is located atop Concharty Mountain, midway between Muskogee, Oklahoma, and Tulsa, metropolis of Eastern Oklahoma.



Inspecting the controls of the new General Electric 50 KW transmitter of Station KTVX, Channel 8, in the site atop Concharty mountain: James C. Leake, left, Executive Vice President of the Tulsa Broadcasting Co.; L. A. Blust, Jr., Vice President-General Manager, center, and Robert E. Snider, Director of Engineering.



Station KTVX engineer is shown operating the General Electric studio monitor controls in the studios at Muskogee, Oklahoma.

"Chief Engineer Louis Brown, with transmitter engineers Gene Silkey, Howard Hamilton and others, working day and night under the direction of Robert E. Snider, engineering supervisor for the Tulsa Broadcasting Company, had the new transmitter wired and 'checked out' within nine days after it was delivered on the mountain.

"Within three hours after the last tube was installed in the transmitter on the morning of November 30, KTVX 'hit the air' commercially with its full impact—316,000 watts—and stayed on!

"Almost immediately after the switch was thrown, long distance phone calls and telegrams from over the Channel 8 area began besieging the KTVX studios in Muskogee and general offices in Tulsa.

"KTVX is owned and operated by the Tulsa Broadcasting Company, headed by John T. Griffin, President. It is affiliated with and carries the top shows of the ABC and DuMont television networks, offers top quality feature movies and serial films and does an outstanding job on local programming schedules."

GENERAL ELECTRIC

MASSACHUSETTS Governor Christian A. Herter sends official greetings from the commonwealth to the national convention of the American Women in Radio & Television meeting at the Drake Hotel, Chicago, May 5-8, via Heloise Parker Broeg, WEEI Boston, president of the New England AWRT chapter. Other AWRT members expecting to attend the convention are (standing l to r): Mildred Bailey, WCOP Boston; Priscilla Dunn, WBZ Boston; Eleanor Bateman, Poultry & Egg National Board; Claire Crawford, WORL Boston; Mildred Carlson, WBZ Boston; Carolyn Whitaker, WHDH Boston; Dorothy Fuller, WBET Brockton, Mass., and Emma Maurice Tighe, consultant. AWRT is planning the following convention for April 1956 in Boston.

newspaper the next day for the analysis of the newspaper sports writer.

There was one sidelight to the convention that provided a chuckle for publishers in view of their concern toward television. The work of the ANPA Research Institute at Easton, Pa., was to have been brought to the convention via closed circuit by RCA, but reception of the program broke down and could not be presented. Mr. Slocum commented that "it is disappointing that we have to call it off, but RCA has demonstrated that the printed word is still the most effective means of communication."

The statement on the expected antitrust suit against ANPA was read to the convention by Alisha Hanson, general counsel of ANPA. A spokesman later said ANPA expects to be served with a complaint within the next few weeks.

"The action," Mr. Hanson said, "will be based upon two charges: first, that beginning in about the year 1917, the ANPA in concert with the American Assn. of Advertising Agencies, the Publishers Assn. of New York City, the Periodical Publishers Assn., the Associated Business Papers and the Agricultural Publishers Assn., and second, over the same period of time the ANPA in concert with its own members, has been and is now engaged in a conspiracy in violation of Section 1 of the Sherman Antitrust Act, unreasonably to restrain trade in advertising."

Mr. Hanson asserted that ANPA intends to meet this issue "head on," and said:

"The Antitrust Division is making this association and its members the 'guinea pig' in its efforts to amend the Sherman Act through judicial decision rather than through legislative enactment . . . it should be met head on, not for your selfish interest, but for the preservation of the right of the people of the United States to receive and impart information from such a control by government as is now proposed."

In this connection, the convention delegates unanimously adopted a resolution expressing confidence in the ANPA for its work in the past and for steps it may take in the future.

ANPA officers re-elected for another one-year term are: Mr. Slocum, president; William Dwight, *Holyoke* (Mass.) *Transcript-Telegram*, vice president, and Walter J. Blackburn, *London* (Ont.) *Free Press*, secretary. D. Tennant Bryan, *Richmond* (Va.) *News-Leader* and *Times Dispatch*, was elected treasurer, replacing William L. Fanning, Westchester County Publishers, White Plains, N. Y., who requested that his name be withdrawn from nomination this year.

33 More Firms to Exhibit At Engineering Conference

THE NARTB last week announced the names of an additional 33 exhibitors who will participate in the association's 33d annual convention and ninth annual Broadcasting Engineering Conference, to be held in Washington's Shoreham and Sheraton-Park Hotels, May 22-26. The total exhibitors now stand at 107 [B•T, April 11].

The 33 are:

Heavy equipment manufacturers: Collin's Radio Co., Dresser-Ideco Co., Foto-Video Labs., Gates Radio Co., Graybar Electric Co., Motorola and Vandivere Labs.

Film companies: Atlas Television Corp., Cheryl T-V Corp. and Langlois Filmusic Inc.

Transcription companies: Magne-Tronics Inc. and Muzak Corp.

Research, news services: Community Club Services Inc., A. C. Nielsen, C. E. Hooper Inc., American Research Bureau and The Pulse.

Station representatives: The Bolling Co., The Branham Co., Henry I. Christal Co., Harrington, Righter & Parsons Inc., Venard, Rintoul & McConnell Inc. and Grant Webb.

Special projects exhibitors: Boy Scouts of America, Crusade for Freedom (American Heritage Foundation), National Conference of Christians & Jews and United States Committee for UN Day.

Public service organizations: Army and Air National Guard, National Citizen's Committee for Educational Television, U. S. Air Force Recruiting, U. S. Army Recruiting, U. S. Navy Recruiting and U. S. Savings Bonds.

TELEVISION DAY PLANS ANNOUNCED

Program of the special event, set for May 25 during the NARTB convention in Washington, features looks into tv's ten-year history and its future.

FURTHER details on the agenda for Television Day (May 25) during the annual NARTB convention in Washington, May 22-26, were announced last Thursday by Clair R. McCollough, WGAL-TV Lancaster, Pa., co-chairman of the convention committee.

Mr. McCollough, who will serve as chairman of the Management Conference on Television Day, which will be on the theme of tv's tenth anniversary, will open the morning session with a review of the FCC's historic statement of May 21, 1945, announcing the allocation of tv channels. Problems of the decade and a look at the future will also be afforded by Mr. McCollough.

Dr. Allen B. DuMont, of DuMont Labs and the DuMont Television Network, will then discuss "The First Years" of television, particularly in the realm of invention.

Next segment of the program, "Management and Growth," will trace the development of the industry. Harold Hough, director of WBAP-TV Fort Worth, Tex., ABC President Robert E. Kintner and John E. Fetzer, Fetzer Stations, will participate in this portion.

Concluding morning segment will feature Sylvester L. (Pat) Weaver Jr., NBC president, and Dr. Frank Stanton, CBS president, on the topic "Television 1955-1965," a look into the medium's potential.

Afternoon of Television Day will be programmed by Television Bureau of Advertising. Norman (Pete) Cash, TvB director of station relations, will discuss the membership and finances of the Bureau. Richard Moore, KTTV (TV) Los Angeles and co-chairman of TvB, will describe the objectives and future course of TvB.

TvB President Oliver E. Treyz will tell of the work being done and techniques used to get tv's advertising story before sponsors and agencies.

Internat'l Advertising Assn. Plans Seventh Annual Meeting

SPEAKERS for the 7th International Advertising Convention, scheduled for May 5 at Hotel Plaza, New York, under sponsorship of International Advertising Assn., were announced last week by Shirley Woodell, vice president of J. Walter Thompson Co., New York. Miss Woodell is president of the association and chairman of the convention.

Among agency executives who will address the convention are: Paul Kruming, president of National Export Adv. Service Inc.; Arthur Kron, executive vice president and treasurer, Gotham Adv.; Marion Harper, president, McCann-Erickson, and Arno Johnson, vice president-director of research, J. Walter Thompson.

A number of advertisers also will speak at the meeting: Ben Donaldson, director of institutional advertising, Ford Motor Co.; William L. Cunliff, president, Standard Brands International; Carl Linscheid, export manager, Fairbanks-Morse & Co., and Radcliffe Romeyn, vice president, Philco International Corp. At a luncheon, Carlos Davila, secretary general of the Organization of American States, will speak on "Understanding—The Basis of Advertising and Trade Between the Americas."

the profitable direction is UP

You'll get wider TV coverage, a clearer signal, and better competitive position with a higher tower by IDECO

There's more cash in wider TV coverage, but you'll have to stretch for it with a taller antenna tower . . . a dependable tower that will reach way up to help broaden your sales area and add to your bank balance. When you choose that money-making higher tower, remember this . . . no other tower manufacturer today can match IDECO's experience in *tall* tower design and construction.

Here's experience you can see, and depend on:

1 IDECO has built over 40% of the country's TV towers over 1000 feet tall . . . *twice as many* as the second company's total . . . *more* than all the other companies combined.*

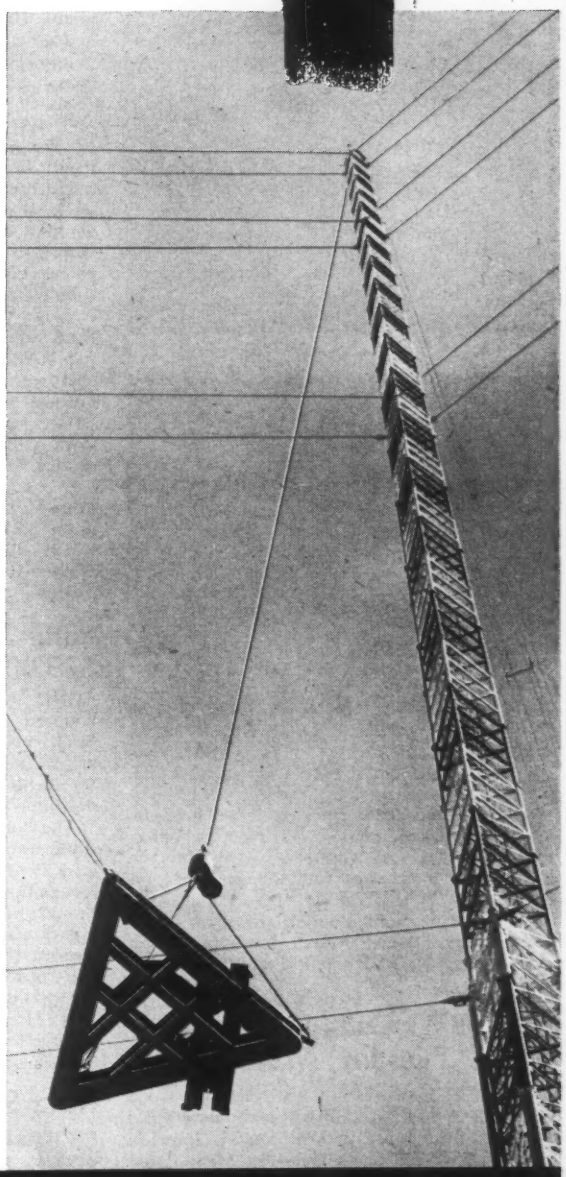
2 IDECO pioneered tall TV towers, in 1950 built the TV industry's *first* tower over 1000 feet tall.

3 IDECO has built the tallest TV tower in the world . . . KWTV's 1572-foot structure in Oklahoma City.

Yet . . . there has never been a single IDECO TV tower failure

*TOWER HEIGHT DATA FROM TV FACTBOOK, SPRING 1955 EDITION

No matter what direction your plans take . . . a higher TV tower for wider coverage and greater competitive advantages, or a tower of any height for your new TV station . . . let IDECO's experience, reputation and engineering "know-how" put you on the road to a successful, profitable operation. *Get the full picture* and all the facts . . . write now to IDECO, or contact your nearest RCA Broadcast Equipment representative.



DRESSER-IDECO COMPANY

One of the Dresser Industries • Columbus 8, Ohio

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

IDECO

Visit Ideco at the Shoreham . . . NARTB, May 22-26

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "know-how" keeps you on the air

THREE APPOINTED TO TV CODE BOARD

NARTB also announces Shafto selection to succeed Fetzer as chairman of Review Board.

APPOINTMENT of three new members of NARTB's Tv Code Review Board was announced yesterday (Sunday) by Harold E. Fellows, NARTB president. They will take office after the NARTB convention May 22-26 in Washington.

They are Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard A. Borel, WBNS-TV Columbus, Ohio, and Roger W. Clipp, WFIL-TV Philadelphia.

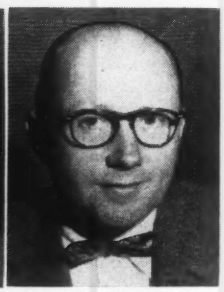
They replace retiring members John E. Fetzer, WKZO-TV Kalamazoo, Mich., chairman; J. Leonard Reinsch, WSB-TV Atlanta, vice chairman, and Mrs. A. Scott Bullitt, KING-TV Seattle.

Chairman of the board, replacing Mr. Fetzer, will be G. Richard Shafto, WIS-TV Columbia, S. C., a board member. Replacing

MR. SHAFTO

MRS. McCLUNG

MR. CLIPP



MR. BOREL

Mr. Reinsch as vice chairman will be William B. Quarton, WMT-TV Cedar Rapids, Iowa, remaining board member. Mr. Fetzer will continue on the board for a year in an *ex officio* capacity.

The new designate members have been invited to attend the board's next meeting tomorrow (Tuesday) and Wednesday in Washington to acquaint themselves with policies and procedures.

Messrs. Fetzer and Reinsch, members of the group since it began March 1, 1952, are retiring under NARTB's tenure-of-office limitation.

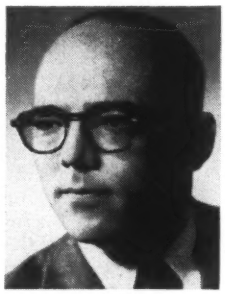
NARTB Tv Code Review Board Meets Tuesday, Wednesday

QUARTERLY meeting of the Television Code Review Board of NARTB will take place Tuesday and Wednesday in Washington, John E. Fetzer, WKZO-TV Kalamazoo, Mich., and chairman of the Code Board, has announced.

The agenda includes: (1) a review of the Senate Juvenile Delinquency Subcommittee hearings held April 6 and 7 [B•T, April 11]; (2) a study of the result of the recently expanded monitoring program including a special survey of children's programs; (3) further consideration of how to stimulate Code recognition in films at the production level, and (4) a review of "pitchmen" and "bait" advertising practices.

Kimble Directs RAB Local Sales, Service

APPOINTMENT of R. David Kimble, director of local promotion, Radio Advertising Bureau, New York, to the newly-created position of director of local sales and service at RAB, was announced last week by Kevin Sweeney, RAB president. James Baker, who has been with RAB's local promotion department for four months, has been named assistant director of local sales and service. Both appointments are effective May 15.



MR. KIMBLE

Four main projects will be handled by the new department, Mr. Sweeney said. It will expand the sales committee presentation plan under which all RAB member stations in a city jointly assist an RAB executive in presentations to local advertisers. The department will develop campaigns for the new local radio advertisers resulting from these sales committee presentations.

A third asignment covers the supervision of RAB's sales clinics now conducted twice a year for RAB member stations. The department also will increase solicitation of chain store business at the national level.

Mr. Sweeney said that while the new department will be responsible for local sales and service, other members of RAB's executive staff will continue to participate in these activities. Preparation of local-level sales tools will continue under the local promotion department which still reports to Mr. Sweeney through Warren Boorom, assistant director of local promotion.

Fund for Republic Opens $29,000 Tv Script Contest

FUND FOR THE REPUBLIC last week announced details of a television script competition, under which the Fund will award 19 prizes totaling $29,000. Prizes will be awarded for the best original scripts in two categories: one-hour dramas and half-hour documentaries.

The top prize in each category is $5,000. Competition is open to established writers as well as to those who have not gained national recognition in the tv medium. Subject matter should "concern any broad concept or specific aspect of those principles of freedom guaranteed in the Declaration of Independence and the Constitution."

Deadline for the submission of scripts is May 31. Other details may be obtained by writing the Fund for the Republic, 1 E. 54th St., New York 22, N. Y.

Katz Signs With TvB

FIFTH station representative was signed last week to membership in Television Bureau of Advertising. Newest addition is Katz Agency Inc. A fortnight ago, TvB announced that Free & Peters had joined [B•T, April 25].

PAB MEET HEARS FELLOWS, DOERFER

NARTB president tells Pennsylvania Assn. of Broadcasters state associations should work with national group in defense of rights and correcting wrongs within the industry.

SOME 140 broadcasters and their wives attended the Pennsylvania Assn. of Broadcasters meeting Thursday and Friday at Bedford Springs' Bedford Springs Hotel, with the first day's sessions featuring NARTB President Harold Fellows in a luncheon talk, FCC Comr. John C. Doerfer in a dinner address and Station Representative Assn.'s Tom Flanagan on an afternoon panel.

Roy E. Morgan, WILK-AM-TV Wilkes-Barre, opened the two-day meeting, which featured a group of panels based on the key word, "payoff."

Mr. Fellows reminded the PAB that state associations should work in harmony with the national group not only in defense of rights but in correcting wrongs within the industry. Describing state associations as the "bulwark against any perilous intrusion into the rights of people," the NARTB president congratulated broadcasters for being unwilling to "sit back and accept the pain of government fiat, but rather determined to combine your talents and energies for the preservation of our liberties."

Discussing the NARTB Television Code, Mr. Fellows pointed out that Congress, FCC and civic and religious leaders have recognized and praised this voluntary effort of the broadcasters. By encouraging subscription to the Code, state associations contribute to their own improvement, he said, adding that the same is true for the NARTB Standards of Practice for Radio.

Urging positive public relations by state associations, Mr. Fellows stated that development of unfair legislation is less likely if the public knows the truth about the industry and its objectives.

Comr. Doerfer, who took as his subject Sec. 315 of the Communications Act (on equal time and terms for political candidates), said the section would continue to bother broadcasters, even if they settled everything else (also see story, page 27).

He viewed with dismay the prospect of giving free time to the presidential candidates of the two major parties, since the broadcaster also would be faced with "equal time" requests from the numerous fringe, splinter and other parties.

He did not see how stations could be forced to give free time to candidates for federal offices and not be required to give time also to candidates for the "scores" of local offices. All offices are local anyway, he said, except the presidency and vice presidency. He said he didn't see how broadcasters could afford it.

He thought Sec. 315 would have to be repealed and replaced by a "rule of reasonableness," with the prime responsibility placed on the broadcaster to operate on his own terms of fair play and to perform in the public interest.

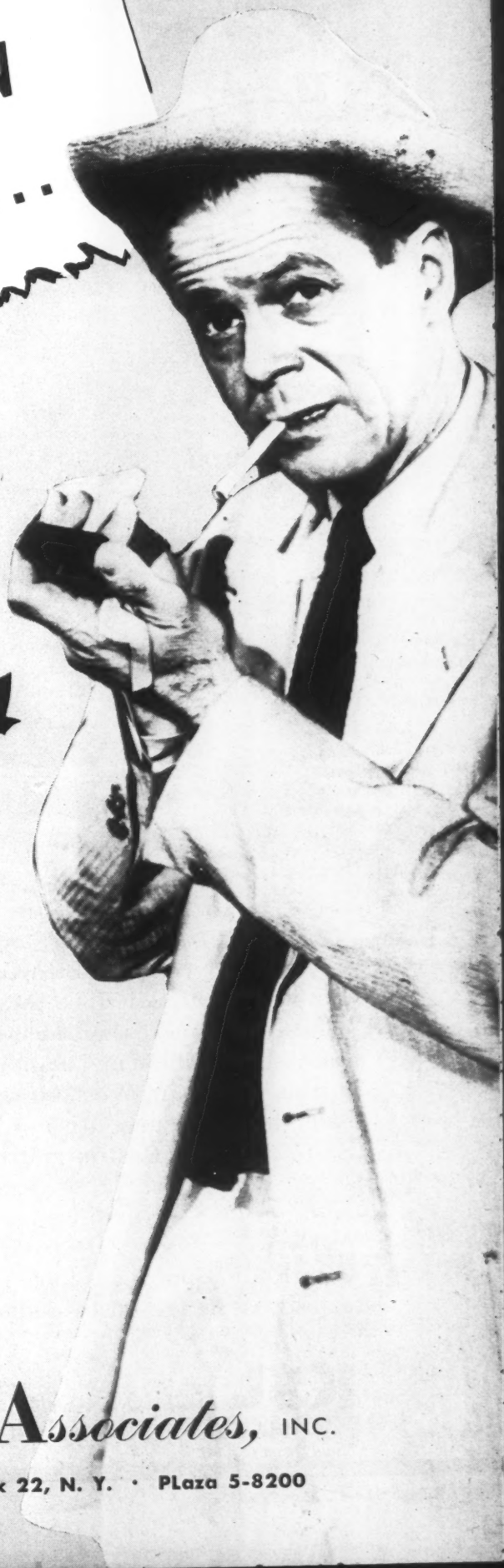
In his talk, Mr. Flanagan charged networks with "encroachment into national spot business." Brunt of his criticism was directed toward NBC Radio's *Monitor* weekend plan, which will be introduced by the network June 12.

Asserting that "only the stations can repel this encroachment," Mr. Flanagan said of the *Monitor* concept:

". . . They will give you an extremely low

HONG KONG GAZETTE

AS NEW AS TOMORROW MORNING'S HEADLINES...



THE NEW ADVENTURES of CHINA SMITH

STARRING DAN DURYEA

As timely as today's dramatic international events... as hot as a firecracker ... as tense as the Far East situation exploding into a possible World War III ... here is the most exciting, shot-on-location show you can put on the air.

26 *up-to-the-minute, ALL NEW, half-hour episodes ... combined with the original 26, give you 52 half-hours of top-quality, top-rated programming ...* always "rated" among the "Top 3" *in every market shown. Available FIRST RUN ... all markets!* Audition Prints upon request.

Call Your NTA Man Today! He's Only Minutes Away!

National Telefilm Associates, INC.

NTA

625 Madison Avenue, New York 22, N. Y. · PLaza 5-8200

GOING PLACES? . . . Then include KSL Radio and the Salt Lake Market, where over a **million** spend more than a **billion.**

Fact is, the million and a quarter people who live in this Mountain West Market annually spend enough to top such cities as Washington, D.C., San Francisco, Boston and Baltimore in retail sales.

And *only* KSL Radio covers this market completely.

CBS Radio Spot Sales have the full KSL story: market, coverage, costs, audience and ratings.

KSL *Radio . . . Salt Lake City, Utah*

**Sources on request.*

return for your time; they will take away from you some national spot advertisers now under contract, to the extent that when you accept *Monitor* you will lose the flavor of your local programming, and while you may save some program costs, you will lose more of your profitable volume."

The "payoff" panels on various phases of broadcasting:

1. "The Program Approach That Gives Us the Biggest Payoff"—moderator, Will Kettner, WVAM Altoona; Winslow Porter, WHYL Carlisle; Gene Chambers, WHOL Allentown; Gordon Davis, KYW Philadelphia.

2. "Local News—How to Make It Pay Off for You"—moderator, Milton J. Bergstein, WMAJ State College; George E. Joy, WRAK Williamsport; Charles M. Erhard Jr., WPME Punxsutawney; Otis Morse, WSBA-AM-TV York; George Clinton, WBLK Clarksburg, W. Va.

3. "Making Public Service Programs Pay Off"—moderator, Charles R. DuVal, WESA Charleroi, and these panelists introduced by Bill Thomas, WCPA Clearfield, immediate past PAB president; Cecil Woodland, WQAN Scranton, and Earl Strine, WCHA Chambersburg.

Management Sessions

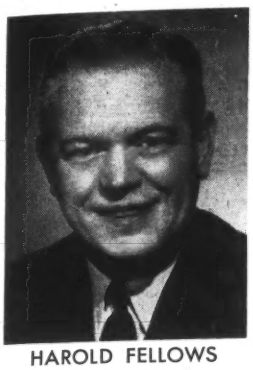
4. "Shortcuts in Management That Can Pay Off in Your Operation"—chairman, Herbert J. Kendrick, WHGB Harrisburg; Ralph L. Price, WPPA Pottsville; Francis H. Brinkley, WVPO Stroudsburg; Lowell Williams, WNOW-AM-TV York.

5. "There's a Payoff in Knowing All Sides of the Story"—chairman, Les Rawlins, KDKA Pittsburgh; John W. Purves, N. W. Ayer & Son, New York; SRA's Mr. Flanagan; Leonard Kapner, WCAE Pittsburgh; Raymond S. Green, WFLN (FM) Philadelphia.

6. "The Payoff Will Be in How Our Industry Solves These Problems"—chairman, P. H. Cunningham, WGET Gettysburg; George Koehler, WFIL-AM-TV Philadelphia, ratings; Richard F. Lewis, WAYZ Waynesboro, standards of operations; Thomas Martin, WEEU-AM-TV Reading, rate structure; Stewart Phillips, WARD Johnstown, public service; Ralf Brent, WIP Philadelphia, merchandising.

RCA was host for cocktails Thursday, with Les Rawlins, KDKA Pittsburgh, in charge of entertainment.

NEW MEMBER of Television Bureau of Advertising is Free & Peters Inc., station representatives. Lloyd Griffin (l), Free & Peters vice president, and Pete Cash, TvB's director of station relations, finalize the agreement.



HAROLD FELLOWS

HOW NARTB STANDS AT CONVENTION EVE

WITH the 1955 convention of the National Assn. of Radio & Television Broadcasters only three weeks away, B•T invited NARTB President Harold E. Fellows to sit down with a group of its editors for an informal discussion of the status of the broadcasting industry, the progress it has made in the past year and the problems it faces in the year ahead. The word-for-word report of this B•T interview, transcribed from the taped record, appears herewith.

Q: Mr. Fellows, with the annual NARTB convention just ahead, what do you believe to be the most important question facing the broadcasting industry?

A: One major issue the broadcasters face now is subscription television. As you know, the tv board of NARTB has taken the stand that subscription television, or pay-as-you-see television, as it's getting to be so commonly known, should not in any manner encroach upon our existing free system of television throughout this country [B•T, April 18].

In other words, pay-as-you-see or subscription television should not occupy any part of the regular daily program fare which people for many years now have been getting and expect to get free of charge.

Q: In view of this opposition to pay-as-you-see tv . . .

A: Just a minute. Let's get this straight right at the outset. On the basic subject of subscription television, whether it's good or bad, the board took no stand. That decision is up to the American public, not to NARTB nor even to the nation's television broadcasters. What the board did do was to say that whether subscription tv is good or bad, whether it is desired or undesired by the American public, is something that should be determined by subscription television's starting on an entirely different basis than in any fashion moving in on our present existing system of free television.

Q: You mean different to the extent of being on different frequencies—in a different part of the spectrum than the channels now assigned to tv?

A: I mean using some other method than the frequencies which are now allotted to, and are being used by, the present American system of free broadcasting. It may well be that the answer is land lines. That has been tried and is already in existence in connection with some of the community antenna deals through the country. It may be in that direction. Or it may be that there is some part of the spectrum where they could experiment with it.

Q: Excuse me, but isn't that the very thing the pay-as-you-see people don't want? They want to use the existing sets.

A: That's a very provocative observation. You mean, in other words, that they want to exist and make money by moving in on what is now free.

Q: One plan that has been suggested is to buy time at straight rates from existing commercial television stations for their programs, which they in turn will sell to the viewing public.

A: To me, that is contrary to the entire philosophy upon which our system is based. We do not operate television stations in this nation to sell the privilege of looking at those television programs. If that's what they're going to do, it's certainly not in keeping with the basic philosophy upon which a whole great industry has been built.

We have 36 million television sets in this country that people have paid billions of dollars for, with the understanding that they were not going to have to pay anything once it gets into their homes. We have an established system which has been developed and I don't believe that the industry should harbor the idea of permitting encroachment except by demand of the American citizenry.

Q: I gather that you and your board, then, do not agree with the contention of many of the advocates of pay-see television that this additional revenue is necessary for the salvation of television, that advertising alone will not support it.

A: Oh, our board and our members—a majority of our members—have concluded long since that advertising in the present form will support the type of television throughout this country that is sought under the terms of the act of the original regulations. But we are not at this point arguing, and I'm not intending to argue basically whether or not there should be subscription television. I am attempting and want to constantly maintain the position of the board, that that is another issue. The issue that they have declared themselves on is just this, which I will repeat again, that there shall not be subscription or pay-as-you-see television to any degree at the expense of our present system, any encroachment on or moving in on our present system.

Q: What about those stations which a couple of years ago were very eager for subscription tv to come along and rescue them from a really tough economic situation?

A: Let me put it this way and report the opinion I have overheard of some broadcasters who have gone very deeply into this subject. They do not believe that the benefits, if there are to be

FELLOWS BELIEVES

- **Subscription tv is a major problem.**
- **Community antenna systems are another.**
- **Annual conventions not place for dogfights.**
- **Major disputes should have own meetings.**
- **NARTB tent can hold all broadcasters.**
- **But only as individuals, not as segments.**
- **Unity is needed to lick legislative threats.**
- **NARTB's job: to preserve free broadcasting.**

benefits—incomewise—from subscription or pay-see television will reach these little markets, these smaller television stations, for years and years to come, because the economics of the thing is just dumbfounding.

These broadcasters say that the costs of erecting an entire system of pay-as-you-see television in a minor market are just too large, the promise of return just too small, to make it at all feasible to install it in a small market. I'm sure that contrary views will be expressed at the hearing.

In their minds—and I'm still quoting broadcasters who have studied it—if such a venture were started at the present time, what would finally accrue would be that almost overnight the business of the pay-as-you-see or subscription television would be on a common carrier basis.

Q: It seems we have two subjects here. One has to do with the attempt by the subscription television people to move in on the present broadcast facilities. The Tv Board of NARTB is against that, but it has taken no stand on the subject of subscription television per se. Is that right?

A: Yes. On the basic subject of subscription television it has taken no stand.

Q: Would you object if the Commission took one tv channel, say ch. 83, and gave it to subscription tv?

A: We'd object to any channel being taken from free television. I think the existing allocations have been established for the purpose of seeing to it that the public under the Communications Act gets a national form of competitive television free of charge in their homes. I think we have a bounden duty to object to and to protest any encroachment upon that conception.

THE ANSWER interviewee Fellows gives to a B•T editor's question is recorded by the tape machine at lower center. Facing him across the desk are (l to r): senior editor Bruce Robertson, associate editor Earl B. Abrams, senior editor J. Frank Beatty, managing editor Edwin H. James.

Q: So the principle that underlies NARTB's objection is that the American system of broadcasting does not include the concept of paying for viewing a tv program. Well, the pay-see proponents I've talked to claim that this just happened and there's nothing organically in either the system or the law that required it to grow that way. In the beginning, some people thought that there would be charges to listeners.

A: Are you talking about 30-odd years ago?

Q: Yes, sir. This is what is known as legislative history.

A: Don't forget that tradition plays a pretty important part in these things, too, and that 35 years or so of establishing a free system of broadcasting in the country displaces rather effectively the legislative arguments of 35 years ago. I think that this would be particularly true if you look at it from the opinion of the average American citizen.

Q: Commander McDonald [president of Zenith Radio Corp., petitioner for subscription tv] has accused the board of being dominated by the big station owners and networks. Have you anything to say about that?

A: I'm very glad to answer that one. Our television board of directors is constituted of 15 men. Four of them are the appointed directors of the four television networks. The other 11 are democratically elected by the broadcasters of this nation. Now, four out of 15 is not domination in any way, shape or manner. I must comment on one other item which I noted in the release, which I presume was Comdr. McDonald's, referring to the networks plus eight great stations which they own. There is no representation of those stations on the television board of directors except as the single votes of those eight stations may have had something to do with electing some of the other 11 men.

Q: Do you anticipate that the board will take any further action with respect to subscription tv?

A: Of course, you understand my position as president of the Association. It's my job to carry out the policies established by the board. The policy of the board with respect to subscription television has been set forth clearly. Whether any further discussions within the board will take place depends on the board members themselves.

Q: What about community television?

A: You mean community antenna systems? Well, I think we have a very severe problem there. We are in the process of forming a committee to investigate certain phases of community antenna operations, particularly the issue of property rights, but there's one thing that must be said:

Final decision in a lot of these matters is made, and should be made, by the American citizen. No broadcaster, whatever his frame of mind might be, has a basic right to stand up and say there shouldn't be subscription television, there shouldn't be community antennas.

Some of them feel that way; some of them feel that there very well should be. Maybe community antennas are the answer to a lot of small markets—not even markets, villages, communities,—which couldn't, by the economics of the thing, get television service in any other way. If it is an addition to, and an expansion of, our basic television service to the citizens of America, there shouldn't be an American who could stand up and say there never shall be any community antennas. Even if he wanted to say that, it's a little bit late now, because it's well on its way.

If the community antenna systems move over into the field of just grabbing anything out of the air that they want to, and there are claims that they have already done so in many cases, without prior arrangement or agreement or negotiation with the source of that program supply, then something is out of hand in this country. There is no recognition of a man's property rights; there is no proper, agreed-upon function of this facility, however big or however small it may be. You can see the necessary protection to a thriving enterprise go out the window and everything scattered, awry, and no head nor tail to the whole darn thing.

Q: Why haven't steps been taken like those in Philadelphia a few years ago, when some theatres were going to pick up and rebroadcast a prize fight and Gillette and NBC and the station all got together and got an injunction preventing that?

A: Well, now you're talking about theatres in metropolitan markets. You're talking about a situation where the theatre for a two-buck admission would be competing with television in the

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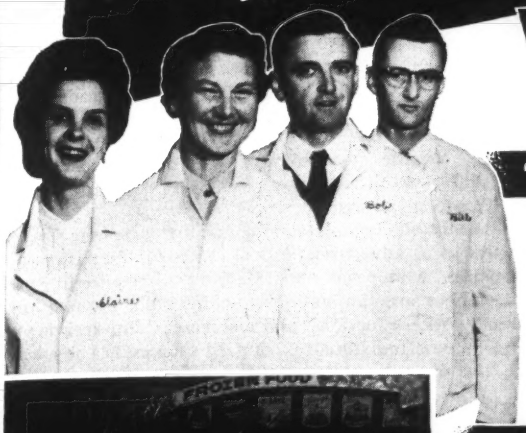

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home. That's not true so far as most of the community antennas are concerned. Now that it is becoming true in many cases, the issue arises.

We have a situation in broadcasting where, let's say, we have a given franchise, license, allocation, to a station whose tower and transmitter are in or near a major market. The contours are such that within the area allocated to this person in the first place he's got what we all know as white spots. Despite the fact that he's supposed to reach there, he doesn't. He may reach miles beyond there, but he doesn't reach there.

Q: . . . behind that mountain?

A: Yes, behind that mountain. Now, if somebody wants to put up a community antenna system there, there are many, many cases where the broadcaster would be tickled to death.

He's perfectly willing that this fellow shall have a community antenna system and gladly clears because the service that's being given is within that which is his right.

To my way of thinking, the problem comes when someone wants to pick up that same station and serve a community which lies well beyond the original boundaries for which that license was picked up, and then the question comes whether or not by so doing he encroaches on another existing television facility or on an allocation that has been made so that somebody may want to go in there. That's an issue. That's where the problem lies. There are a great many problems in connection with the thing.

There's bound to be a solution. I've said this over and over again. Just about everybody in this country is going to get some sort of television service in some manner. Now, maybe it's community antennas, maybe it's an untended bump on the mountain that nobody goes near. Call it a satellite, call it a booster, whatever it might be. But there's some way, 'ere long, as the poet says, for just about everybody to get something.

There's no trouble with the basic concept of community antennas at all. It's that if they get to a point where they start to run away with the ball and encroach upon other people's rights—legal rights, economic rights—then that's just unfair. They shouldn't do that.

RADIO IS STRONGER

Q: Is the radio industry as strong now as it was when you first joined the Association?

A: I think the radio industry as an industry is philosophically stronger. I think it has come to know itself and achieve a common purpose for the most part, and I think that as an industry it's stronger and more aware that it's got to fight competitively for its existence, wherever it is. I think it's less dis-unified and disinterested than it used to be. I think common problems have brought it a little closer together.

Q: Does that show up in the economics of radio?

A: I think it does. I think that if the majority of stations in this country had continued with the same degree of fear that most of them seemed to take on when television really became a threat, and they hadn't got stronger in their own minds and they hadn't come to greater points of unity in their own thinking, that then the radio income in this country wouldn't be more than 70% of what it is.

Q: How are radio time sales this year compared to last year?

A: The best knowledge that I have of radio time sales this year, on overall, if you mean network, national spot and local, all put together, is that they're slightly down again this year. But even so, there are a number of broadcasters who feel that this unification of purpose and this attitude about their own business is spreading and spreading and spreading and in 1956 there's going to be a marked increase in the strength and the income of the radio industry.

Q: In all types of time sales?

A: No. They have, generally speaking, a lot of confidence in the solution of the network problem. But this angle of income to the stations I think is a very interesting one. As you go around the country and you find the radio stations that are worried, you find they pretty much fall into two categories.

There are the stations who are so large, or so prominent and so popular that they derive a great amount of their income from the network sources. They were to some degree above the business of local selling. Their station operations were not geared to it. They didn't know the techniques of local selling. They hadn't been in the field all those long years to find out what it was you did for the local advertiser and how you did it, or to make their facilities properly available to the advertisers, to set them up in different periods under different circumstances, so that they had a selling argument for the local advertiser.

Their rates, traditionally and fundamentally, were way beyond the reach of the local advertiser, basically because they covered a population much of which was not necessary to the advertiser that was involved. Those are the stations that have not bounced back from severe network reductions and decreases. I'm speaking of stations whose income individually, from all sources, has been quite important to the overall annual picture of how much money is taken in.

Now, at the lesser market level, where stations from the very beginning have had to sell local advertisers in order to survive and make an honest-to-gosh profit, those fellows knew how to get out there and dig. They thought they'd been digging for lo! these 10, 15 or 20 years. But all of a sudden they, too, got a little bit scared about this thing, about this monster television, and they doubled their efforts.

You have many stations, particularly in the so-called smaller and medium markets, who had the best year last year that they've ever had in their entire careers.

When you add them all together, what the stations get from the networks, what they've been able to sell national spot, and what they've been able to sell locally, then you have something like a 5% decrease last year. Maybe you'll get it again this year.

But the fallacy in this whole thing is that this doesn't mean that all radio stations are in a bad way. A very appreciable percentage of them are doing better than they ever did, and pretty much demonstrating the fact that radio is not by any means dead but under the proper circumstances, and given the proper fight, it can go farther than it's ever gone before.

Q: What's the hottest subject on the convention agenda?

A: I don't believe there will be any hot subjects which will permeate the convention as such. And I don't think there should be. I don't think the annual convention of the radio and television broadcasters of America is the proper platform to air differences of opinion and have dogfights. I think it's the proper place for people to hear leading opinions on the part of American leaders, for leading broadcasters themselves to engage in observations on "what can bring us a better future," "what we're pointing toward," even to bring out some of our shortcomings when necessary.

Last year's convention came awfully near being a rout, with the development of the vicious uhf-vhf situation. It just about came to a point where the thing was thrown into an open dogfight. Now, you don't go to a convention for that purpose. If you do, you're all wrong. The thing is all whipped up in the corridor and the cocktail lounges, and all the things that go with it, and people go back and say they didn't get anything out of the convention.

Well, of course they didn't get anything out of the convention. They weren't spending their time in the rooms where we've attempted and beaten our brains out, the broadcasters as well as NARTB, to provide something meaty and something worthwhile for their coming there.

We have some broadcasters who in my opinion are terribly mis-

in the best family tradition

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guided. Any man who will say, "I'll bust up that convention. Wait till I get up there." For what? Self-embellishment, self-recognition, or what?

Q: If subscription television is potentially such a major trouble spot, is it on the convention program?

A: If your membership demands it, you can't keep it out of the convention. You can keep it out of your agenda, but if I should feel that a majority of the membership demands it, then. . . .

Q: Can an issue as far-reaching and of such profound potential importance to this business possibly be ignored at a major convention of broadcasters, at least to the extent of discussing it?

A: You mean as far as the agenda is concerned?

Q: Yes.

A: It depends on what you think a convention is for. I don't think that a convention is the logical place to thrash out differences of opinion. I think if the issue is of that magnitude and the difference of opinion is so great that the noes and the yeses are of consequence on either side, then it's important enough to call a special meeting for that very purpose.

Q: Were these questionnaires sent only to NARTB members?

A: No, to the entire industry.

Q: So the percentage figures you're quoting apply to all radio and television stations in the U. S.?

A: That's right. I don't believe that there has ever before been such a show of willingness on the part of the overall industry to cooperate and go along with NARTB like that, not even NAB in the old days.

Q: Didn't NAB, about six or seven years ago, have about 2,000 members? How does it compare today?

A: As I recall it, there were about 2,000 stations on the air then and we had in the neighborhood of 1,400 members, am and fm. In 1951, there were approximately 930 members; the membership had gone into a slide while the number of stations was still increasing. Then it started to build again. As of two minutes ago it was 1,547 am and fm stations and 265 tv stations.

Q: How about the number of state associations?

A: Five years ago, I believe, there were under 20. Today there are 46, all but Delaware and Wyoming.

THE ANNUAL CONVENTION: IT'S NO PLACE FOR DOGFIGHTS

Q: Let's turn around and look back for a moment. What do you consider the biggest single accomplishment of NARTB in the past year, since the 1954 convention?

A: Definitely, the action that we took and the organizing we did in obtaining from the entire industry the actual down-to-earth facts on beer advertising. It's without precedent in our association work.

Q: Do you think that if the bill banning beer advertising on the air gets to a serious point, this survey would be very effective?

A: I do, indeed. But I think there's a deeper significance than that—the fact that the industry for the first time was encouraged to gather its own information and have it accepted by Congress and by the legislative branch of the Government and by the Commission itself.

Q: What percentage of stations responded to that questionnaire?

A: The overall percentage of both radio and television combined was just under 80%. The usable questionnaires were approximately 72%, because we had to delete a lot of them for want of what we felt was complete enough information. But about 80% responded. In television, it was much higher than that. It was 90-odd%, well up to 100%.

Q: Are they on the way?

A: Well, Wyoming seems to be on the way. There's no disposition in Delaware yet, but that's because it has such a small radio and television station population. Perhaps Delaware should combine with somebody else. Maryland and the District of Columbia are already combined.

Q: How does the state association program fit into your legislative activity?

A: It dovetails. I firmly believe that the two go together—48 strong state associations working closely with a much bigger and stronger national organization than we've ever had. Only then can we be covered. It's got to be covered at both levels. Every day it becomes more and more apparent that a good share of our legislative trouble starts at the state level. Without organization, legislation can come up to one minute of twelve and these fellows don't even know that it's going on, let alone know how to oppose it, or to favor it, if it's good. Why, we had an instance the other day of an appeal for help on a very basic and vital problem some two hours before it was to come up for hearings at the state legislature.

Q: How does the state association situation, in which the associations themselves have actually enjoyed an autonomy or an

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individuality which is not directly associated with the NARTB, fit in with your district structure? Particularly in reference to your new reduced schedule of field meetings.

A: There is no immediate significance in our going into a regional operation, with regional conferences instead of district meetings. But I should be quick to comment that it can easily lead, gradually, toward a far greater emphasis on the state activities, and lessened emphasis on so-called district activities. I think it's inevitable that that could happen.

The real reason for going into regional conferences now is that the district meetings—so-called—have been outmoded for ages. It just doesn't make any sense, travelling a whole body of people around the country to try to get into these specific districts where you can't possibly hope to get, in the smaller districts, more than a handful of management people. To me it has been definitely proven that we should have bigger, more important affairs throughout the country once a year, where we can get 200 or 300 broadcasters to attend a regional conference. That is the important thing at this stage of the game.

Q: Do you think that maybe the concept this trend is leading toward might be a federation in which you had a national organization with state associations or others exercising considerable autonomy but still in connection with, connected to, in some way, NARTB headquarters in Washington?

A: I'm not prepared to say, frankly, but I don't think we should decide until we've seen how these regional conferences come out. There are a lot of unsolved problems. One problem is: Could we find a way to have state association meetings in connection with those conferences? Perhaps we could. I don't know. Another problem is: Do certain states fall together to such a degree that it makes sense to preserve a structure?

You know, in these regional conferences we have still preserved the district structure. The regions are combinations of existing districts. When they are terribly big they can combine two and in some cases they embrace three districts. We've got a lot of experimenting to do, after all the years that we've been going on the other basis. I don't think we want to just strike out and say "Gosh, we shouldn't do this," or "We shouldn't do that."

Q: Are you trying to give the broadcasters anything different at the meetings?

A: That's exactly what we're going to try to do. We're going to try to make the meetings bigger and more important than they have been before.

Q: Sort of junior conventions?

A: Precisely. Junior conventions, three-day affairs, planned very much as the convention in Washington is being planned. We'll have a three-day conference which devotes one day to radio, one day to television and has one day in the middle, in this case.

You can see how that fits the pattern that we seem to have solidly established, with radio and television both under the same roof for all these purposes except sales promotion, so that a man, if he's not interested in television, can come for the first two days. Or the fellow who's interested solely in television can come for the last two days. Unless he wants both radio and television, he won't have to involve himself for three days.

SATELLITES FOR THE ORBIT

Q: In connection with this, a survey we conducted showed a general desire among broadcasters for fewer meetings. Would you say there was any likelihood, with this new system of regional conferences which you're staging, that the satellite meetings of the industry, the BMI clinics, the RAB sales meetings, might eventually gravitate in that same orbit, so that they would take place coincidentally?

A: If we reduce to eight meetings a year in the fall, and they grow more and more toward a tendency to combine all these others in a two-day or three-day meeting, there is a very good possibility that you could basically get this thing down to where you've got two major series of meetings a year which concern broadcasters. The ones that we do at the regional conference level would involve top management and top ownership.

The other meetings would be, if the word isn't wrong, a potpourri of several of these things brought together which would engage the program department, the sales department, the station managers to some degree. Then there is the possibility, and an interesting one, that one of the networks is considering seriously, of following the regional conference set-up for their affiliate meetings.

Q: Has there been any indication from people connected with these other organizations of any sympathy toward that aim?

A: Yes, and not only an indication. I mean BMI this year. I think I'm correct in saying the majority of their meetings are being held in connection with state meetings. That's already established.

I don't know what direction TvB is going to take because they're so new that they're not well enough along, but I know from discussions that there is definitely a sympathy toward that. Now, following along the philosophy that we've all been trying to develop in the last two or three years, again it just doesn't make sense to have these fellows chasing all over the country at different times of the year, and being away from their business.

There's a very definite tendency established so far as RAB is concerned. They are now working on a plan whereby they go into individual markets; they do not assemble people from areas even as large as statewide areas. If they continue with that plan, so that they go from market to market rather than from state to state or district to district or region to region, I assume that they would not come under this heading at all because they are not dragging people away from their natural locale at all. They're going to them. But with the exception of RAB and their present plan of operation I think that sympathies are entirely toward the combining of these state meetings and these various other groups.

Q: Does NARTB find itself in sympathy with that plan? You have no objections to the clustering of satellite meetings around your own group.

A: Definitely not.

Q: Do you have any other objectives that you're working toward?

A: Sure. We're working toward a much larger and stronger association which will represent a far greater majority of the industry, both in radio and television, until we've got a status and a respect that the Association has never heretofore enjoyed. That's what we're working toward.

Q: You mean through membership?

A: Through membership and through our activities.

Q: There was a little problem in fitting radio and television into one association. Has that been accomplished?

A: I don't think it's fair for me to try to answer that. I believe it's been accomplished. I don't think that we have seen the day when no one will disagree with that; I think it's very deep-rooted in some people's opinions. But I think the very fact that most of that came from the radio side of the picture, and the very fact that in the last four years we've gone from 930 am members up to 1,223 today, is about the best and quickest proof that you have of that.

Q: I seem to recall that at one time there was talk of the clear channels versus the independent non-network-affiliated stations; there was fm; there was tv; now you've got community,

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daytime stations and so on—all under one tent. Do you think you're going to be able to live like that?

A: We have them under the tent as individuals, not as segments. For some time now, you will recall that we have stayed out of those individual fights, if you want to call them that, or promotions. We know of the combined effort which the daytime broadcasters are undertaking, and we're not unsympathetic with their going about their business, or with the clear channel advocates going about their business, but we steadfastly refuse to be directly responsible for their activities.

We say that we must deal with that which represents the entire industry. Or, in some major cases which we've been discussing today, so nearly the entire industry that we know it's the thing for everybody involved, and then of course, we must undertake what we're about, no matter what the extreme reaction may be.

Q: Do you provide a place for those people to get together during the convention?

A: Indeed we do, as many of them as there are. We try to cooperate in every way, such matters as opportunities for them to meet, or any fundamental advice, we do that for them. But they get no policy representation.

Q: If you went back to a board structure along those lines, with representatives from clear channels, from medium stations, from small stations, what then?

A: I'm afraid that it would bring individuals into being partisan to the point that it would mean eternal tension, with the segments always, or at least part of the time, furthering their own cause. I'm not sure that such a division, or election of directors that way would serve the general cause at all.

I do think that there is a great merit in seeing to it that every broadcaster has equitable representation on the board. However it's accomplished, I believe in that, and I do feel that the small broadcasters of this nation are far less disturbed about the activities of NARTB than they used to be in the old years, the years you're talking about, when they wanted to break away and form an independent program.

We have every reason to be just as interested in the 250-watter in some valley in California as we have in a major-market, big, high-powered station. They are all broadcasters, and it's the unity of broadcasters that we must achieve if we're going to lick legislation which keeps coming in faster and faster and harder and harder. An extra buck isn't going to do the job.

ENOUGH ALL-INDUSTRY PROBLEMS

Q: In other words, you think there are enough problems confronting all broadcasters to be solved, without getting into the individual fights of this faction against that.

A: That's absolutely correct.

Q: At one time NAB did radio sales promotion. And then it was separated, and TvB was set up separate from RAB. Is there any thought in your mind that NARTB might ever again encompass promotion, sales, advertising?

A: No.

Q: Never?

A: No. I'm thoroughly in agreement with the disassociation from the sales and sales promotion side of both the radio and the television business from the business of NARTB. The answer is, of course, that in the area of selling, radio and television have got to be just as competitive with each other as radio is with newspapers, or television is with newspapers.

Q: What about programming? Do you see a need for some sort of centralized agency which could be somewhat of a programming counterpart of the sales organizations, RAB and TvB?

A: I think we have always been logically and justifiably responsible for program philosophies. NAB down through the years has made not one, but two or three attempts to set up a specific programming clearing house, passing along from the fellow in southern California to the fellow in northern Maine a particular manner in which he was able to corral some new sponsors because of a new program technique. But NAB was never able to do it successfully. There seems to have been from the very beginning, a secretive, competitive attitude on the part of the broadcaster. If he did well with something, that, by golly, belonged to him. That was his idea and he just wasn't going to let go of it. A lot of them would get up and make public announcements; they said, oh, yes, they'd go along with something like this, but anytime anyone has started to set up a clearing house, it never has seemed to succeed.

Now, I'm not at all sure. I don't think it can be done next month or possibly next year, but I'm not at all sure but what we're growing toward it—the very increase of unity, the philosophical unity that I tried to bring out a little while ago, may well mean that ultimately we'll work toward that, both in radio and television.

Q: What about the BMI clinics, where broadcasters exchange program ideas? Aren't they getting into the area you've been discussing?

A: Well, there are some broadcasters who feel that this gets into work which NARTB should be doing, and there are others who feel that it's excellent to have it done the way it is, with BMI going out and creating a session that program directors and announcers and anyone else can go to simply on a nearby basis. They feel that we would not be able to provide this sort of meeting except by a far greater expenditure of money than we now have allotted or have available for such purposes.

Heaven knows that there is the program need that you are talking about. There always was the program need. At the particular time that BMI started, it was just a ball in an open field. It's mighty good that somebody took it, and I mean BMI, and ran with it toward the right goal.

Q: Would you say that the radio and televison Codes have done a good job?

A: I believe that they've both done excellent jobs.

Q: Can you cite specific accomplishments for either?

A: Well, if we cite specific accomplishments, if we get down to specific programs being corrected, we will be talking in violation of the overall philosophy of the operations of the Code.

Q: Could it be stated in generalities, not with respect to program A on station B?

A: Oh, I think the program standards of both our radio stations and our television stations throughout the country, if you take them *en masse*, have been set at a higher level than they ever would have been without any such voluntary moves.

Q: You mean things would have been worse if we didn't have Codes?

A: Much worse. I know that the Standards of Practice of radio has not corrected all radio stations, and I know the Television Code has not as yet corrected all television stations. But I think the general demeanor of radio and television in this nation is a far more responsible demeanor than it would have been without those two documents. We have people to attest to that, such as Commissioners who publicly state what they believe self-regulation has done.

Q: May I bring up the bait-and-switch problem? This problem has existed in many cities and it's been a matter of rather serious concern to Better Business Bureaus throughout the country. Yet we find in New York City a number of big television stations and a number of radio stations directly involved in this rather disagreeable situation. Can you tell us whether any sort of corrective measures were attempted

Congratulations!

BMI extends congratulations to all who had a hand in the creation and production of the distinguished programs honored with awards from Ohio State University's Institute for Education by Radio and Television, April 12, 1955.

The IERT AWARDS bring to attention the general excellence of broadcasting in the public service. Such recognition also serves to further and stimulate the creation of consistently fine educational radio and TV programs.

ABC-TV	WBGO	American Forum
CBC	WCBS-TV	American Medical Assoc.
CBC-TV	WEVD	Army Signal Corps
CBS	WFBE	British Columbia Dept. of Education
CBS-TV	WHA	Center for Mass Communications, Columbia University
CFAC	WHA-TV	Communications Center, University of North Carolina
KBPS	WHAM	Council of Jewish Federation and Welfare Funds
KETC	WKAR-TV	Departments of Education of Saskatchewan and Alberta
KNX	WMCA	Dept. of Speech, Univ. of Michigan
KNXT	WNYE	Iowa Joint Committee on Education Television
KPIX	WOI	Iowa Medical Society
KUSD	WOI-TV	Jules Power Productions, Inc.
NBC	WRCA AM-FM	Junior League of Pittsburgh
NBC-TV	WRCA-TV	Junior League of Toronto
WABD	WSUI	Lowell Institute of Cooperative Broadcasting Council
WABE	WTVS	Manitoba Dept. of Education
WBAA	WUOM	McCann-Erickson & Standard Oil Co. of Ohio
		Minnesota School of the Air
		Motion Pictures for Television, Inc.
		National Advisory Council on School Broadcasting, Canada
		National Orchestra Assoc., Inc.
		New York City Public Schools
		New York Times Youth Forum
		Ontario Dept. of Education
		Princeton University
		Radio & TV Broadcasting Service, Univ. of Alabama
		Smith, Kline and French
		Standard Oil Co. of California
		St. Louis Educational TV Commission
		Univ. of California
		Univ. of California at Los Angeles
		Univ. of Kentucky Broadcasting Service
		Univ. of Michigan Broadcasting Service
		Univ. of Nebraska TV
		Univ. of Southern California
		Univ. of the State of New York
		Walt Disney Productions
		Washington University
		Wisconsin State Broadcasting Service
		WUOM Radio Guild, Univ. of Michigan

BMI is grateful to IERT and proud of *First Award* (Class 5, **Dealing With Basic Freedoms**)

"THE AMERICAN STORY — Nathaniel Bacon"*

Broadcast over a number of radio stations from scripts prepared by Broadcast Music, Inc.

THE CITATION: For an effective presentation of the principles of freedom embodied in the American Revolution and the contribution of one patriot to this cause. Using a fine radio-dramatic style, the belief in human freedom that motivated Nathaniel Bacon is ably portrayed. The use of authentic material supplied by recognized historians adds to the picture of American ideas and ideals that the program encourages.

* One of a continuing series of radio programs prepared by BMI in association with the Society of American Historians and outstanding authorities on American history.

BROADCAST MUSIC, INC.
589 Fifth Ave., New York 17, N. Y.

by the NARTB, or the Code authority in the case of television, with respect to bait-switch advertising in New York City in advance of the federal grand jury investigation?

A: Not specifically in New York City, but in all cities where there are Television Code members or radio members, because the NARTB and its Standards of Practice and Tv Code have long encompassed the business of bait advertising.

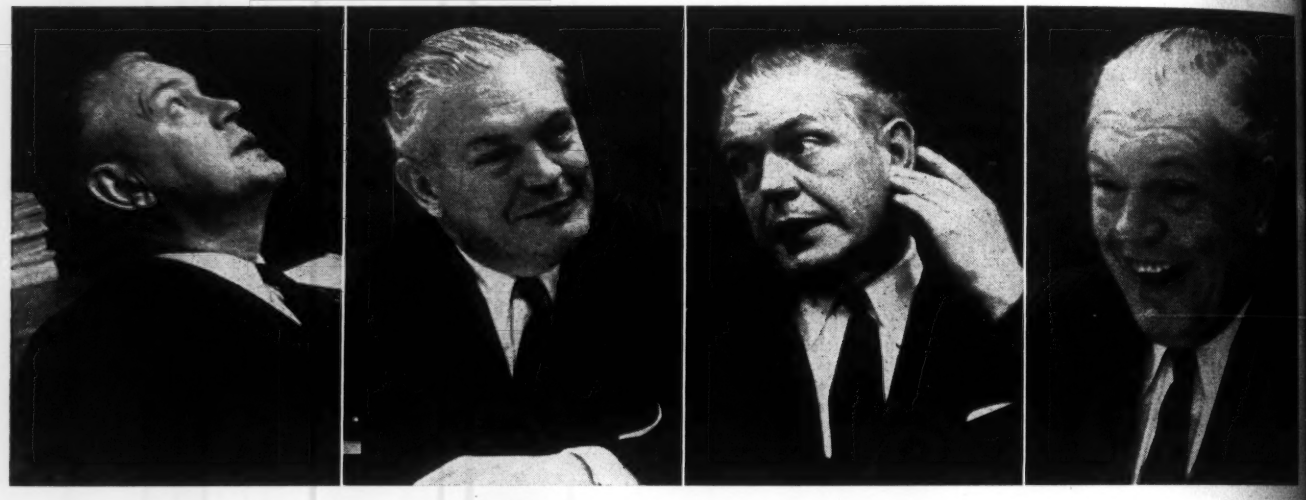
Q: Then would it be fair to say that it was impossible to obtain compliance from some four or five television stations and possibly 15 or so radio stations in New York City in connection with bait-and-switch advertising and the radio and television Codes?

A: I think it's fair to say that there are very, very few television or radio stations who are members of NARTB who have been violating those Codes. They should not violate them in any way, shape or manner. The Television Code and the Standards of Practice have been directed toward that.

Q: You mean the loss-leader type?

A: That's right. Now that is the traditional operation of a major department store or specialty shop throughout this country. They have a few dozen pairs of slacks and they tell you in the newspapers or over the air that if you'll come in early tomorrow morning you'll be pretty sure to get one of these several dozen pairs of slacks that they have on sale at $1.89. Well, you get there at 11 o'clock and you find that they have long since been cleared out. Now, isn't it perfectly righteous and just that they'd attempt to sell you some that they've got at $2.89?

One of the things that we face is that this so-called Better Business move gets a little out of hand sometimes. When it directs itself specifically to bait advertising—and I say again that real bait advertising is mostly fraudulent advertising—and gets enthusiastic about this thing to the point that it goes to all ends, you've got what appeared about a year ago in *Reader's Digest*. There was an article which said that the bait advertising take of the radio stations of this country for the previous year was $550 million. Actually, the total



THE CODES: THEY'VE BOTH DONE EXCELLENT JOBS

Q: But they are violating them. One of them has been mentioned specifically in one of the indictments.

A: I should not like to direct my remarks to any single station—but rather to the issue. I know the history of this thing from both sides. I was a member of the board of directors of the Better Business Bureau of Boston for many years and was directly engaged in this same sort of thing, particularly so far as the radio medium and the beginning of the television medium were concerned. I know that we brought about a disposition on the part of both radio and television broadcasters to make sure that they were not carrying anything that can legitimately be called bait advertising.

Now, I am quite in sympathy with doing away with all bait advertising, because in almost every instance, in my book, it's fraudulent advertising. It goes that far. But there is a danger involved which I'm afraid extreme applications of this issue can lead to. That is that too many of these people are including in what they call bait advertising another thing that is a fundamental and traditional procedure in the matter of selling merchandise throughout the United States of America. Many of these cases find the sincere and enthusiastic efforts of the Better Business Bureau pointed toward instances of your entering a perfectly good store—and I mean a *good* store—because you saw an advertisement in a newspaper for a sidetable for $29 and before you left the fellow had shown you one at $59 and sold you. Those things have been used as an example of bait advertising.

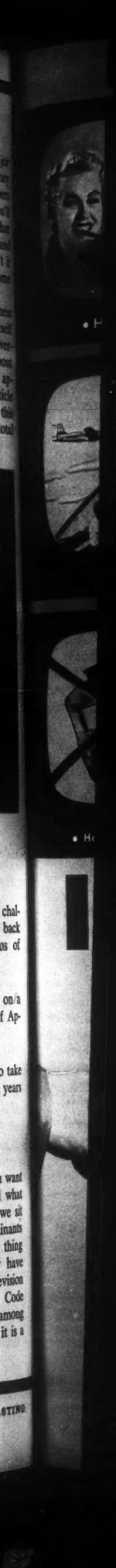
take of the radio industry that year was $330 million. So I challenged the publisher of *Reader's Digest* and he calmly wrote back that he got his statistics from the Better Business Bureaus of America.

Q: Getting back to the question of fraudulent advertising on a member tv station, has NARTB taken back the Seal of Approval from any station?

A: I'm very happy and proud to say that we haven't had to take back a Seal from any television station in this country in three years of Code operation.

Q: Have you disciplined them?

A: Oh, yes. Over and over and time and time again, if you want to use the word "discipline," although that is almost beyond what happens. We go after every single complaint or criticism, we sit down very quietly with the broadcaster and with the complainants involved. The stations and the networks have corrected the thing that brought about the criticism and the complaint. They have corrected it in some instances before it even reached the Television Code Review Board. After it has reached the Television Code Review Board and they sit in judgment on it and agree among themselves, particularly with regard to borderline cases, that it is a



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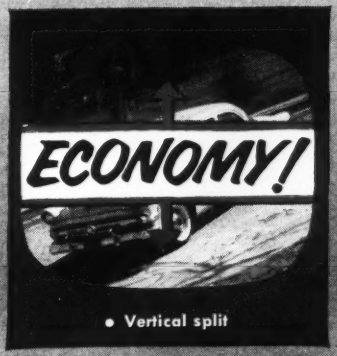

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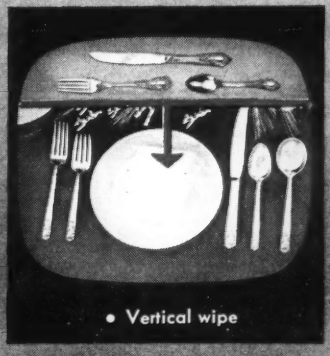
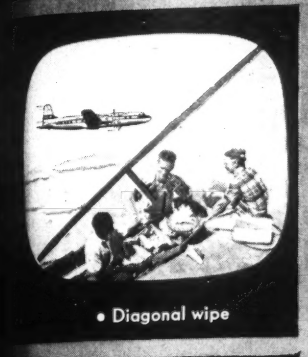


• Vertical wipe

• Vertical wedge wipe



• Diagonal wipe

• Horizontal split

• Diamond insert and wipe

• Controllable corner insert

• Horizontal wedge wipe

• Rectangular insert and wipe

• Controllable corner insert

• Optional special effect

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RCA's Special Effects Equipment consists of just two separate units; (1) a TG-15A control panel (shown left) and generator, (2) and a TA-15A amplifier. The Special Effects Panel can be inserted in any RCA Console housing. The other units can be mounted in your video racks. Installation couldn't be easier.

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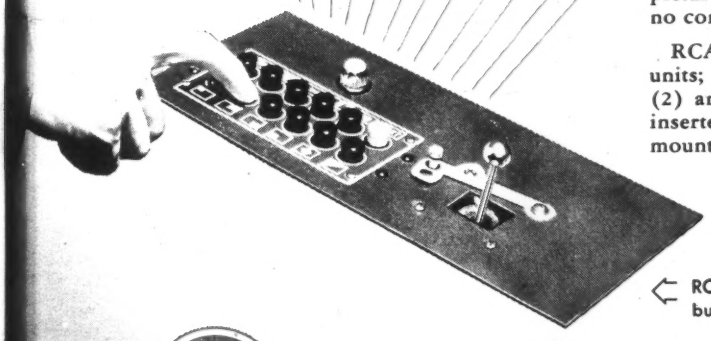

⇐ RCA Special Effects Control Panel—with 12 push-button selection and 360° rotatable stick control.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION **CAMDEN, N. J.**

violation of the Code, then the word goes back and the decision goes back. Now, there's the whole essence of this operation.

Q: What happens when the decision goes back?

A: We get agreement from them that they're going to discontinue it. We're not through until we have a declaration.

Q: But after the declaration from the station, do you still follow it up?

A: We're monitoring all the time. We're checking all the time throughout the country. Specifically we're checking on matters like that.

Q: There's been a lot of talk recently about juvenile delinquency and how the broadcasters, particularly in television, are driving our children into paths of crime and corruption. What about that?

A: I think I can make you a very rational speech on that subject by now. It seems there's a difference of opinion among authorities throughout the country. I must give you the negative side first, so that I don't get caught in the criticism which the chairman of the Senate Juvenile Delinquency Subcommittee directed at me the other day on the stand. Psychologists don't agree. Some eminent psychologists claim that television is a terrible, ravaging thing which is destroying the very backbone, mental backbone, of the children of the nation. And equally eminent authorities who seem to have gone into it pretty deeply give the studied and public opinion that there is no real basis for accusing television as being anywhere near a major factor in the business of juvenile delinquency.

We have been doing a lot of work to encourage programming, particularly from television stations, which is directed toward the business of helping solve the juvenile delinquency problem at the local level. Nearly all of the shows that emanate from the networks and most of the film shows are definitely following the philosophy and the stated conditions of the Television Code, that there are morals involved, that the entire show must teach a lesson, must be pointed toward certain things.

It's pretty unrealistic to assume that you shall not have any so-called violence on the air. The thing that a lot of people overlook is the difference between aggressiveness and violence. I'm afraid that in too many minor opinions all aggressiveness becomes violence. You can reason this thing all night long, if you want to, but I'm convinced, and I think a majority of people are convinced, that there is no major source of juvenile delinquency in a television set.

Q: Here's another burning issue—the matter of awards. When is NARTB going to set up to endorse the proper awards?

A: NARTB consistently turns down the business of making awards. We believe in awards, but we don't think that they should be made to the members by an association which is composed of members. We think that some outside body with proper strength and authority and ability should make such awards, that the association as such should not make the awards.

Q: That position is a little changed from the one advanced, I think it was the winter of '49 at Hot Springs, for an Oscar idea. There was an academy sort of setup all worked out and there was some temporary enthusiasm for it.

A: But it boiled down and died pretty fast, didn't it?

Q: But NARTB does give an award. Doesn't it give an award to a single individual for outstanding industry service?

A: Oh, the Keynote award. Well, there's nothing competitive about that. It's purely honorary. But I don't believe we should be deciding which radio station, or television station, or network did the best job—the members telling each other who did the best job. I mean it should be an outside body, with proper purpose in mind and ability to judge objectively.

Q: What do you think about Comr. Frieda Hennock's proposal that free time be given to political candidates?

A: If we have to give free time to candidates, then, to avoid discrimination, we'd have to give it to all of our other customers and then where would we be? And don't think that the word "discrimination" isn't pertinent. It was not so long ago that the FCC amended its rules on political broadcasting to prohibit stations from setting special "political rates," higher than their regular rates. If we have to charge politicians exactly the same rates as regular advertisers, then it ought to work the other way as well.

Q: Seriously, what are candidates to do? They have to use radio and tv if they want to get elected and the way it costs, isn't there some truth in the charge that this condition is giving a big advantage to the man or the party with the most money to spend?

A: I think that by maintaining the same rates for political advertising as for regular commercial business, the broadcasters are doing more for candidates than the other media, which charge special rates that are sometimes double or triple the regular rate. Call it a compromise, if you will. I do think broadcasters have met the challenge of selling time to political candidates by living up to that.

The stations throughout the country to the best of my knowledge have long since made a real effort to make available to any candidate as much time as they sell to the other candidates. Then comes one of the moot questions: how much time can a fellow buy? I don't think you and I can settle that, but I don't believe that anyone should deny one man the privilege of buying more than one five-minute period because the fellow that's running for dog-catcher hasn't enough money or can't get enough support to do that. We cannot change the traditional political operations of this nation overnight, if we can change them at all, and I don't think that should be our responsibility.

Q: One of the big problems in connection with political broadcasting has always been the state libel laws conflicting with the FCC rulings. Now, how is the fight to cure that progressing?

GET PROTECTION BACK HOME

A: The fight to cure that is a rather interesting one. Actually, in the matter of federal legislation and states' right, the safest position for any broadcaster to be in is to have state libel laws which protect him. If he depends upon a federal piece of legislation, he may feel secure and at home, but he's still subject to challenge. His greatest safety is in a state libel law. For several years now we have been attempting to work, particularly where there's a good state association, to get satisfactory libel laws, protective libel laws, into the state legislation which give the fellow running a radio station the same break that other media get.

Q: What's your score on that?

A: Oh, our score's good now. The other day another state came in and made it 33. So you can see there's been an awful lot of progress along those lines. For a great many years there was an amazing situation. The broadcasters looked at their state libel laws, which were almost entirely written long before the advent of radio, and inasmuch as the libel laws didn't mention radio, they thought they were basking under a protective umbrella that could never reach out and hurt them. A pretty innocent and, I would say, rather silly conclusion to draw, and it took a little education to show them that there's no protection under the law unless it specifically gives you protection as it's written or phrased.

Q: What is the basic function of NARTB?

A: Its basic function is to make all radio and all television in America bigger and better and stronger.

Q: . . . and to protect the privately operated stations?

A: Particularly to protect and preserve the American system as we know it now, on a free enterprise basis, with free television and radio throughout the country.

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

May 1955

Total Stations on Air: 428
Total Cities With Tv Stations: 281
Total Sets in Use: 35,385,000

HOW TO READ THIS LISTING:

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives and estimated sets in coverage area.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Total U. S. sets in use is B•T estimate.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown

BIRMINGHAM—
►WABT (13) NBC, ABC, DuM; Blair; 318,000; N
►WBRC-TV (6) CBS, DuM; Katz; 318,000; N
WJLN-TV (48) 12/10/52-Unknown
WBIQ (*10) 10/13/54-Summer '55

DECATUR†—
►WMSL-TV (23) CBS, NBC; Walker; 26,250

DOTHAN†—
►WTVY (9) CBS; Young

MOBILE—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100
WKAB-TV (48) See footnote
WKRG-TV Inc. (5) Young; 3/23/55-Sept. '55

MONTGOMERY—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 63,500
►WSFA-TV (12) NBC, ABC; Katz; 65,467

MUNFORD†—
►WTIQ (*7)

SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
►KVAR (12) NBC, DuM; Raymer; 120,610; N

PHOENIX—
►KOOL-TV (10) Hollingbery; 120,610; N
►KPHO-TV (5) CBS, DuM; Katz; 120,610; N
►KTVK (3) ABC; Weed; 142,179

TUCSON—
►KOPO-TV (13) CBS, DuM; Hollingbery; 38,605
►KVOA-TV (4) ABC, NBC; Raymer; 38,605
Tucson Tv Co. (9) 4/19/55-Unknown

YUMA†—
►KIVA (11) NBC, DuM; Grant; 26,282

ARKANSAS

EL DORADO†—
KRBB (10) 2/24/54-Unknown

FORT SMITH—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 27,500
KNAC-TV (5) Rambeau; 6/3/54-Unknown

JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown

LITTLE ROCK—
►KARK-TV (4) NBC, DuM; Petry; 101,067
►KATV (7) (See Pine Bluff)
KTHV (11) Branham; 11/4/54-Sept. '55

PINE BLUFF†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389; N

TEXARKANA—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
►KBAK-TV (29) ABC, DuM; Weed; 90,000
►KERO-TV (10) CBS, NBC; Hollingbery; 146,398; N

BERKELEY (SAN FRANCISCO)—
►KQED (*9)

CHICO—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 60,801

CORONA†—
KCOA (52), 9/16/53-Unknown

EUREKA†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 20,000

FRESNO—
►KJEO (47) ABC, CBS, DuM; Branham; 156,035; N
►KMJ-TV (24) CBS, NBC; Raymer; 153,662; N
KARM. The George Harm Station (12) Bolling: Initial Decision 8/31/54
KBID-TV (53) See footnote

LOS ANGELES—
►KABC-TV (7) ABC; Petry; 2,058,196
►KCOP (13) Weed; 2,058,196
►KHJ-TV (9) DuM; H-R; 2,058,196
►KNXT (2) CBS; CBS Spot Sls.; 2,058,196; N, LS, LF, LL
►KRCA (4) NBC; NBC Spot Sls.; 2,058,196; N, LS, LF, LL
►KTLA (5) Raymer; 2,058,196; N, LS, LF, LL
►KTTV (11) Blair; 2,058,196; LS
KBIC-TV (22) 2/10/52-Unknown

MODESTO†—
KTRB-TV (14) 2/17/54-Unknown

SACRAMENTO—
►KBET-TV (10) CBS, ABC; H-R
►KCCC-TV (40) ABC, NBC; Weed; 162,125
KBIE-TV (46) 6/26/53-Unknown
KCRA-TV (3) 4/13/55-9/1/55

SALINAS (MONTEREY)—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 98,600

SAN DIEGO—
►KFMB-TV (8) ABC, CBS; Petry; 290,000; N
►KFSD-TV (10) NBC; Katz; 285,533; N
KUSH (21) 12/23/53-Unknown

SAN FRANCISCO—
►KGO-TV (7) ABC; Petry; 1,079,450
►KPIX (5) CBS; Katz; 1,079,450; N
►KRON-TV (4) NBC; Free & Peters; 1,079,450; N, LS, LF
►KSAN-TV (32) Stars National; 210,000
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)

SAN JOSE†—
KNTV (11) 4/15/54-Unknown

SAN LUIS OBISPO†—
►KVEC-TV (6) ABC, CBS, DuM; Grant; 85,371

SANTA BARBARA—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192

STOCKTON†—
►KOVR (13) DuM; Blair; 1,078,200
►KTVU (36) NBC; Hollingbery; 120,000

TULARE (FRESNO)—
►KVVG (27) DuM; Forjoe; 150,000

VISALIA†—
KAKI (43) 10/6/54-Unknown

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COLORADO

COLORADO SPRINGS—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 57,204
►KRDO-TV (13) NBC; 40,000

DENVER—
►KBTV (9) ABC; Free & Peters; 289,251
►KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 289,251; LS, LF
►KLZ-TV (7) CBS; Katz; 289,251; N
►KOA-TV (4) NBC; Petry; 289,251; N
KRMA-TV (*6) 7/1/53-Unknown

GRAND JUNCTION†—
►KFXJ-TV (5) NBC, ABC, CBS, DuM; Holman; 9,600

PUEBLO—
►KCSJ-TV (5) NBC; Avery-Knodel; 52,649

CONNECTICUT

BRIDGEPORT—
►WICC-TV (43) ABC, DuM; Young; 72,340
WCBE (*71) 1/29/53-Unknown

HARTFORD—
►WGTH-TV (18) ABC, DuM; H-R; 291,299
WCHF (*24) 1/29/53-Unknown

NEW BRITAIN—
►WKNB-TV (30) CBS; Bolling; 284,169; N

NEW HAVEN†—
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 948,702; N
WELI-TV (59) H-R; 6/24/53-Unknown

NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown

NORWICH†—
WCNE (*63) 1/29/53-Unknown

STAMFORD†—
WSTF (27) 5/27/53-Unknown

WATERBURY—
►WATR-TV (53) ABC; Stuart; 190,320

DELAWARE

WILMINGTON—
►WDEL-TV (12) NBC, DuM; Meeker; 2,051,000; N, LS, LF

DISTRICT OF COLUMBIA

WASHINGTON—
►WMAL-TV (7) ABC; Katz; 600,000
►WRC-TV (4) NBC; NBC Spot Sls.; 731,581; N, LS, LF
►WTOP-TV (9) CBS; CBS Spot Sls.; 681,600; N
►WTTG (5) DuM; H-R; 648,000
WETV (20) 10/21/54-Unknown
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

CLEARWATER†—
WPGT (32) 12/2/53-Unknown

DAYTONA BEACH†—
WMFJ-TV (2) McGillvra; 7/8/54-7/1/55

FORT LAUDERDALE—
►WITV (17) ABC; H-R; 176,000 (also Miami)

FORT MYERS†—
►WINK-TV (11) ABC, CBS; McGillvra; 12,405

FORT PIERCE†—
Gene T. Dyer (19) 4/19/55-Unknown

JACKSONVILLE—
►WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600; N
►WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 418,772; N
WOBS-TV (30) Stars National; 8/12/53-Fall '55
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55

MIAMI—
►WGBS-TV (23) NBC; Katz; N
►WTVJ (4) CBS; Free & Peters; 307,600; N
►WITV (17) See Fort Lauderdale
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown
Biscayne Tv Corp. (7) Initial Decision 1/17/55

MIAMI BEACH†—
WKAT Inc. (10) 3/30/55-Unknown

ORLANDO—
►WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 80,000; N

PANAMA CITY—
►WJDM (7) ABC, CBS, NBC, DuM; Hollingbery; 25,750

Ever monitor your TV spot when it looked like this?

On WHIO-TV, your film show or film commercial is sharp and clear every time!

Now, WHIO-TV has the very latest and finest film camera equipment* to give you "live" picture quality. Here's your assurance that all the time and money spent in your carefully planned and produced films will be transmitted with sharpness and clarity. This brand new equipment is just part of the new facilities in WHIO-TV's two million dollar radio-television center. Call George P. Hollingbery for complete information on WHIO-TV, now on the air with the sharpest pictures ever shown.

**Installation of new RCA Vidicon cameras has just been completed and the film cameras are now in operation.*

B·T TELESTATUS

PENSACOLA†—
► WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 92,500
► WPFA (15) 32,500

ST. PETERSBURG—
► WSUN-TV (38) ABC, DuM; Weed; 145,000

TAMPA—
► WFLA-TV (8) NBC; Blair; 185,000
► WTVT (13) CBS; Avery-Knodel; 185,000

WEST PALM BEACH—
► WEAT-TV (12) ABC; Walker; 231,000
► WIRK-TV (21) Weed; 47,609
► WJNO-TV (5) NBC, CBS, DuM; Venard; 262,500

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000

ATLANTA—
► WAGA-TV (5) CBS, DuM; Katz; 456,190; N
► WLWA (11) ABC, DuM; Crosley Sls.; 465,000
► WQXI-TV (36) 25,226
► WSB-TV (2) NBC; Petry; 484,725; N, LS, LF

AUGUSTA—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 133,521; N
► WRDW-TV (12) CBS; Headley-Reed; 138,688

COLUMBUS—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 89,401
► WRBL-TV (4) CBS, ABC; Hollingbery; 169,894; N

MACON—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 96,284; N
► WNEX-TV (47) NBC; Branham; 54,742

ROME†—
► WROM-TV (9) McGillvra; 164,940

SAVANNAH—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 63,401
WSAV-TV (3) 1/26/55-Unknown

THOMASVILLE†—
WCTV (6) 12/23/53-Spring '55

IDAHO

BOISE†—
► KBOI-TV (2) CBS, DuM; Free & Peters; 44,735; LS, LF
► KIDO-TV (7) ABC, NBC; Blair; 41,900

IDAHO FALLS†—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 36,115

LEWISTON†—
KLEW-TV (3) 2/9/55-Unknown

TWIN FALLS†—
KLIX-TV (11) ABC; 3/19/53-Unknown (granted STA 4/19/55)

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242

CHAMPAIGN—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000; N

CHICAGO—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,877,600; N
► WBKB (7) ABC; Blair; 2,226,000
► WGN-TV (9) DuM; Hollingbery; 2,080,000
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000; N, LS, LF
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

DECATUR—
► WTVP (17) ABC, DuM; Bolling; 160,000

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000

PEORIA—
► WEEK-TV (43) NBC, DuM; Headley-Reed; 231,056; N
► WTVH-TV (19) CBS, ABC; Petry; 231,056; N
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY† (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 150,000; N
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) ABC, CBS; H-R; 256,600
► WTVO (39) NBC, DuM; Weed; 100,000

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 295,201; N

SPRINGFIELD—
► WICS (20) ABC, NBC, DuM; Young; 103,580
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
WILL-TV (*12) 11/4/53-Unknown

INDIANA

ANDERSON†—
WCBC-TV (61) 2/2/55-5/1/55

BLOOMINGTON—
► WTTV (4) NBC, DuM; Meeker; 632,097 (also Indianapolis); N

ELKHART†—
► WSJV (52) ABC, NBC, DuM; H-R; 208,139; LS

EVANSVILLE—
► WFIE (62) ABC, NBC, DuM; Venard; 94,315
► WEHT (50) See Henderson, Ky.
Evansville Tv Inc. (7) Initial Decision 10/4/54

FORT WAYNE—
► WKJG-TV (33) NBC, DuM; Raymer; 132,547; N
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000; N
► WISH-TV (8) ABC, CBS, DuM; Bolling; 550,020; N
► WTTV (4) See Bloomington

LAFAYETTE†—
► WFAM-TV (59) CBS, DuM; Rambeau; 66,500

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 107,250; N

NOTRE DAME (SOUTH BEND)†—
WNDU-TV (46) NBC; Meeker; 8/12/54-7/15/55

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND—
► WSBT-TV (34) CBS, DuM; Raymer; 206,473; N

TERRE HAUTE—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 154,000; N

WATERLOO (FORT WAYNE)—
► WINT (15) ABC, CBS; H-R; 133,478; N

IOWA

AMES—
► WOI-TV (5) ABC, CBS, DuM; Weed; 315,600; N

CEDAR RAPIDS—
► KCRG-TV (9) ABC, DuM; Venard; 116,000
► WMT-TV (2) CBS; Katz; 266,100; N

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Free & Peters; 295,165; N

DES MOINES—
► WHO-TV (13) NBC; Free & Peters; 302,000; N
KGTV (17) See footnote
KRNT-TV (8) 3/23/55-8/1/55

FORT DODGE—
► KQTV (21) NBC, DuM, CBS; Pearson; 36,812; N

MASON CITY—
► KGLO-TV (3) CBS, DuM; Weed; 135,932

SIOUX CITY—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 152,835; N
► KVTV (9) ABC, CBS; Katz; 152,835; N

WATERLOO—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 162,159

KANSAS

GREAT BEND†—
► KCKT (2) NBC; Bolling; 126,258

HUTCHINSON (WICHITA)—
► KTVH (12) CBS, DuM; H-R; 199,012; N
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 94,984

TOPEKA—
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 443,262; N

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Hollingbery; 195,110; N
► KEDD (16) NBC; Petry; 148,356
► KTVH (12) See Hutchinson
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 82,897; N

New Tv Station

THE following tv station is the newest to start regular programming:

KFDM-TV Beaumont, Tex. (ch. 6), April 24.

LEXINGTON†—
► WLEX-TV (18) NBC, ABC, DuM; Forjoe
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls. 460,360; N
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS, DuM; Weed; 107,600

BATON ROUGE—
► WAFB-TV (28) ABC, CBS, DuM; Young; 80,000
► WBRZ (2) NBC, ABC; Hollingbery

LAFAYETTE†—
KLFY-TV (10) 9/16/53-7/1/55

LAKE CHARLES†—
► KPLC-TV (7) ABC, NBC; Weed; 66,000
► KTAG (25) CBS, DuM; Young; 57,420

MONROE—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 209,500; N

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 319,834; N, LF, LL
► WJMR-TV (61) ABC, CBS, DuM; Bolling; 121,840
WCKG (26) Gill-Perna; 4/2/53-Unknown

SHREVEPORT—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 80,250
Shreveport Tv Co. (12) Initial Decision 6/7/54 (ch. 12 at present operated by Interim Tv Corp.)
KTBS-TV (3) 2/16/55-9/3/55

MAINE

BANGOR—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 96,500; N
► WTWO (2) CBS; Venard

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933

PORTLAND—
► WCSH-TV (6) NBC, DuM; Weed; 164,343; N
► WGAN-TV (13) ABC, CBS; Avery-Knodel; N
WPMT (53) See footnote

MARYLAND

BALTIMORE—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 602,840
► WBAL-TV (11) NBC; Petry; 602,840; N, LS, LF, LL
► WMAR-TV (2) CBS; Katz; 602,840; N, LS, LF
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

CUMBERLAND†—
WTBO-TV (17) 11/12/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 50,710

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Free & Peters; 1,300,264; N, LS, LF
► WGBH-TV (*2)
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,300,264; N
WJDW (44) 8/12/53-Unknown

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)†—
► WTAO-TV (56) ABC, DuM; Everett-McKinney; 195,000

PITTSFIELD—
► WMGT (19) DuM; Walker; 169,015

SPRINGFIELD—
► WHYN-TV (55) CBS, DuM; Branham; 176,000
► WWLP (61) ABC, NBC; Hollingbery; 176,000; N

WORCESTER—
► WWOR-TV (14) ABC, DuM; Raymer; 94,710
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) DuM; Everett-McKinney; 25,000
WUOM-TV (*26) 11/4/53-Unknown

BATTLE CREEK—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 312,555; N

CADILLAC†—
► WWTV (13) ABC, CBS, DuM; Weed; 281,711

EVENING

COMPARATIVE TV NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Lehn & Fink The Sunday Lucy Show		Johns Manville alt. Sundays Pan Amer. Meet the Press L
6:15				
6:30		Electric Companies Alt. Wks. Prudential You Are There		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup Lassie		Toni Frawley Corp. (alt.) People Are Funny
7:15				
7:30	Pepsi-Cola Playhouse	Am. Tobacco Prvt Sectry. (alt. wks.) Jack Benny		Reynolds Mr. Peepers L
7:45				
8:00	Key to the Ages	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L 7:30-9 p.m. (1 wk. of 4) M. Liebman Presents H. Bishop Sunbeam L
8:15				
8:30	President's Press Conference			
8:45				
9:00	Amer. Razor Bayuk Winchell	Gen. Elect. G E Theatre F		Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	The Stork Club L			
9:30		Bristol-Myers Stage 7	Serutan Life Begins at 80	
9:45				
10:00	Dodge Break the Bank L	P. Lorillard Appointment with Adventure		P&G Loretta Young Show F
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		R. J. Reynolds Bob Cummings Show F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*			
7:15	Tide Water Oil Daly–News			Toni Co. Tony Martin Show L
7:30	Ralston Purina Name's the Same L	Amer. Home Prod.-News		Plymouth (3) Camel (1) Caravan L
7:45		Ligg. & Mys. Perry Como L		
8:00	Studebaker Packard Tv Readers Digest	Carnation (alt.) Goodrich Burns & Allen L		Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4)
8:15				
8:30	Firestone Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L		RCA Amer. Chicle Speidel Caesar's Hour
8:45				
9:00	*Focus* F	Philip Morris alt. wks. P&G I Love Lucy F	Co-op Monday Night Fights Chris. Schenkel	Dow Chemical Medic F
9:15				
9:30	Boxing From Eastern Parkway and Neutral Corner L	General Foods December Bride L		Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westinghouse Studio One L		
10:15				
10:30			Co-op At Ringside	
10:45				
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*			
7:15	*John Daly News*			
7:30	DuPont Cavalcade of America	American Tobacco News L		Dinah Shore Chevrolet L
7:45		Gold Seal Jo Stafford L		Camel News Caravan L
8:00	No Net. Service	CBS-Columbia (alt. wks.) Gen. Mills Life with Father		Buick Berle Show (20 shows)
8:15				
8:30	Florida Citrus Twenty Questions L	Int. Hrvstr. alt. wks. Nabisco Halls of Ivy F	H. J. Heinz Co. Studio 57	M. Raye H. Bishop (10 shows) Bob Hope (6) Gen. Fds. TBA—3
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Pharmctcls. Meet Millie L		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. weeks	S.C. Johnson alt. wks. Pet Milk Red Skelton L		Armstrong's Circle Theatre L
9:45				
10:00	Elgin The Elgin Hour	Nash-Kelvinator alt. wks. Revlon Danger Ends 5/25		Truth or Consequence P. Lorillard L
10:15				
10:30	Exquisite Form-Quality Goods (alt. wks.) Stop the Music	Alcoa See It Now		It's a Great Life Chrysler Corp. L
10:45				
11:00				
11:15 PM				

WED

	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00	*Kukla, Fran and Ollie*	
7:15	Tide Water Oil Daly–News	
7:30	American Motors American Dairy Derby Foods Disneyland	
7:45		
8:00		
8:15		
8:30	Liggett-Myers Mr. Citizen	
8:45		
9:00	Remington Rand-Knomark Mfg. (Alt. wks.) Masquerade Party	
9:15		
9:30	Sheaffer Pen Co., Admiral Corp. (alt. wks.) Who Said That?	
9:45		
10:00	President's Press Conference F	
10:15		
10:30		
10:45		
11:00		
11:15 PM		

DAYTIME

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N		*Winky Dink and You*		Capt. Hartz & His Pets Hartz Mtn. Prods. L
12:15 PM				No Network Service
12:30		Quaker Oats Contest Carnival L		Youth Wants to Know L
12:45	Faith for Today			
1:00				No Network Service
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM		The Morning Show M-F 7-9 a.m. Participating Sponsors		
9:15				
9:30				
9:45				
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)		Ding Dong School L (See Footnote)
10:15				
10:30				Borden Co. Way of the World L
10:45				*Sheilah Graham Show* L
11:00				Participating Sponsors Home L
11:15		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		
11:30				
11:45		Gen. Mills (MWF) Toni Co. (TuTh) Valiant Lady		
12:00 N		Amer. Home Products Love of Life		*Tennessee Ernie Ford* L
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guiding Light		Feather Your Nest Colgate-Palmolive L
12:45		Gen. Foods The Inner Flame		
1:00		P&G Road of Life		
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				Pinky Lee Show L
10:15				
10:30	Brown Shoe Smilin' Ed's Gang			Paul Winchell Show Tootsie Rolls L
10:45				
11:00		Winky Dink and You		Funny Boners L
11:15				
11:30		Wander Co. (alt. wks.) Gen. Mills Captain Midnight F		Kraft Foods Tom Corbett Space Cadet L
11:45				
12:00 N				Mr. Wizard L
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

1:30 PM – 5:45 PM

	ABC
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

EVENING

	THURSDAY				FRIDAY				SATURDAY			
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
6:00 PM	*Kukla, Fran and Ollie*				*Kukla, Fran and Ollie*							
6:15	*John Daly News*				Tide Water Oil Daly–News				*Tomorrow* L-S	Wrigley Gene Autry Show		
6:30	General Mills Lone Ranger F	American Tobacco News		Dinah Shore Chevrolet L	National Biscuit Co. Rin Tin Tin F	Pharmaceuticals-News		Coca-Cola Eddie Fisher L				
6:45		Gen. Electric Jane Froman		Camel News Caravan L		Ligg. & Mys. Perry Como L		Camel News Caravan L	*The Big Picture* F	Sylvania Beat the Clock L		Swift & Co. Swift's Show Wagon L
7:00	Soldier Parade L	General Electric Ray Milland Show F		DeSoto-Plymouth Groucho Marx F	Lambert Hotpoint (alt.) Ozzie & Harriet F	General Foods Mama		Red Buttons 3 of 4 J. Carson 1 of 4 Pontiac L				
7:15												
7:30	Chevrolet T-Men in Action	Chrysler Motors Climax—Shower of Stars L		Borden Justice L	Lehn & Fink Ray Bolger L	R. J. Reynolds alt. wks. P&G Topper F		Gulf—Life of Riley F	*The Dotty Mack Show*	Schick P&G Nestle Jackie Gleason (co-sponsorship) L		Pillsbury-Green Giant Mickey Rooney Show F
7:45												
8:00	Brillo Star Tonight			Chesterfield Dragnet F	Mogen David Wines Dollar a Second	Schlitz Playhouse of Stars F		Simoniz & Amer. C&C Big Story F				Toni Co. So This Is Hollywood L
8:15		Singer Sew'g. alt. wks. Brstl. Myrs. Four Star Playhouse										
8:30	Kraft Foods Television Theatre L			Ford Theatre F	Sterling Drug The Vise	General Foods Sanka Our Miss Brooks F		Campbell Dear Phoebe F	Ozark Jubilee L	P. Lorillard Two for the Money L		I. Coca Show Griffin, SOS Lewis Howe J&J L (1 wk. of 4) 9-10:30 P.M. Liebman Oldsmobile
8:45												
9:00	Pond's Extract Pond's Theatre	Philip Morris (alt. wks. Revlon Public Defender F		Lever Bros. Lux Video Theatre L		Brown & Williamson (alt. wks.) P&G The Line-Up	Emerson Drug Lentheric Chance of Lifetime	Gillette Cavalcade of Sports L	Compass F	P&G My Favorite Husband		Texaco Star Theatre J. Durante L (alt.) O'Connor F
9:15												
9:30	Hazel Bishop This Is Your Life (alt. wk.) P&G	CBS-Columbia (alt. wks.) Gen. Mills Willy				American Oil, Hamm Brewing (alt. wks.) Noxzema Person to Person	Western Union Teleg. Co. (alt. wks.) Down You Go			Helene Curtis Inc. Professional Father		Geo. Gobel Show Armour (alt.) Pet Milk L
9:45						Longines Chronoscope		Jan Murray Time L				
10:00	Big Town A. C. Spark Div.—G.M. (alt. wk.) Lever Bros. F									Anheuser-Busch Damon Runyon Theatre		Am. Tobacco Warner Hudnut Your Hit Parade L
10:15												
10:30												
10:45												
11:00												
11:15 PM												

DuMont Labs What's the Story

DAYTIME

	SUNDAY			MONDAY - FRIDAY				SATURDAY			
	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
			No Network Service		P&G Welcome Travelers				Lever Bros. Uncle Johnny Coons		
					Robert Q. Lewis (See Footnote)	All About Baby (See Footnote)					
					Art Linkletter's House Party (See Footnote) 2:30-3 pm						
			Frontiers of Faith L		Colgate Big Payoff MWF Sus. Tu, Th		Ted Mack Matinee L		Falstaff Brewing and Co-op Baseball Game of the Week		
	Let's Take a Trip		*American Forum* L		Bob Crosby (See Footnotes)		*The Greatest Gift* L				
	Now and Then		*Background* L & F		P&G The Brighter Day		P&G L Concerning Miss Marlowe				
					Am. Home Pr. Secret Storm 4:15-30		*Hawkins Falls* L				
	College Press Conference L		Quaker Oats Zoo Parade L		P&G On Your Account 4:30-5		First Love Jergens Co. L				
	Face the Nation						Frnch. Mstd World of Mr Sweeney L				
					Gen. Mills Barker Bill's Cartoons W&F 5-5:15		Modern Romances Col.-Pal. L		Kentucky Derby 5:15-45 May 7 only		
	The American Week		Hall Bros. Hall of Fame L				*Pinky Lee Show* L		Preakness Stakes 5:30-6 May 28 only		
	Adventure		Heinz Capt. Gallant of the Foreign Legion F				Howdy Doody (See Footnote)		Belmont Stakes 4:30-5 June 11 only		
									Gillette Safety Razor Co.		

Explanation: Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10-10:15 Mon. Bristol Myers, Tue. Alka-Seltzer, Wed. Simoniz, Thu. Masland, Fri. Swift All Sweet.
10:15-30 Mon. Comstock alt. wks. A. E. Staley, Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri.
10:30-45 Fri. Yardley.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Borden.
11:15-30 Fri.—Swift.

Arthur Godfrey
10:30-45 a.m. Mon.—Minnesota Mining Mfg. Wed.—Corn Prod. Tu. & Th. Frigidaire.
10:45-11 a.m. M. & W.—Bristol Myers. Tu. & Th.—Kellogg.
11-11:15 a.m. M. & W.—Lever Bros. Tu. & Th.—Toni.
11:15-30 a.m. M.-Th.—Pillsbury.

Robert Q. Lewis—2-2:15 p.m., Tue. Alka-Seltzer, Wed. Corn Prod., Thu. S. C. Johnson.
2:15-30 p.m. Tue. Helene Curtis, Wed., Thu. & Fri. General Mills.

House Party
2:30-45 M., W., Fri. Lever Bros., Tu.-Th. Kellogg.
2:15-3 p.m. M.-Thu. Pillsbury, Fri. Hawaiian Pineapple Co.

Bob Crosby—3:30-45 p.m. Tue. Toni, Thu. Swanson, Fri. S.O.S. alt. wks. only.
3:45-4 p.m., M., W., Fri.—General Mills. Thu.—American Dairy.

DuMont—Libby, McNeill & Libby (Thurs. 2-2:15 p.m. only), Swift & Co. (Fri. 2-2:15 p.m. only).

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Co., Colgate-Palmolive Co., Continental Baking Co., International Shoe Co., Kellogg Co., Luden's Inc., Standard Brands Inc., Welch Grape Juice Co.
Ding Dong School — Mon.-F:1. 10-10:30 a.m. Colgate Palmolive Co., General Mills Inc., Gerber Products Co., International Shoe Co., Manhattan Soap Co., Procter & Gamble Co., Wander Co.

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B·T TELESTATUS

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,553,277; N
► WWJ-TV (4) NBC; Hollingbery; 1,530,000; N
► WXYZ-TV (7) ABC; Blair; 1,469,000
► CKLW-TV (9) DuM; Young; 1,496,000. See Windsor, Ont.
WBID-TV (50) 11/19/53-Unknown
WTVS (*56) 7/14/54-Fall '55

EAST LANSING†—
► WKAR-TV (*60)

FLINT—
WJRT (12) 5/12/54-Summer '55

GRAND RAPIDS—
► WOOD-TV (8) ABC, NBC, DuM; Katz; 519,379; N
WMCN (23) 9/2/54-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC, DuM; Avery-Knodel; 573,831; N

LANSING—
► WTOM-TV (54) ABC, DuM; Everett-McKinney; 57,130
► WJIM-TV (6) NBC, CBS, ABC; Petry; 430,000; N

MARQUETTE†—
WAGE-TV (6) 4/7/54-Unknown

MUSKEGON†—
WTVM (35) 12/23/52-Unknown

SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000; N

TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 40,475

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Headley-Reed; 54,515

DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 105,000
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote

HIBBING†—
KHTV (10) 1/13/54-Unknown

MINNEAPOLIS (ST. PAUL)—
► KEYD-TV (9) DuM; H-R; 580,000
►WCCO-TV (4) CBS; Free & Peters; 575,400; N, LS, LF, LL
► WTCN-TV (11) ABC; Blair; 573,300

ROCHESTER—
► KROC-TV (10) NBC; Meeker; 95,833

ST. PAUL (MINNEAPOLIS)—
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

COLUMBUS†—
WCBI-TV (4) McGillvra; 7/28/54-7/1/55

JACKSON—
► WJTV (25) CBS, DuM; Katz; 72,401; N
► WLBT (3) NBC; Hollingbery; 122,765; N
► WSLI-TV (12) ABC; Weed; 117,000

MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 60,000
WCOC-TV (30) See footnote

TUPELO†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS; Headley-Reed; 115,200

CLAYTON†—
KFUO-TV (30) 2/5/53-Unknown

COLUMBIA—
► KOMU-TV (8) NBC, ABC, DuM; H-R; 63,295

FESTUS†—
KACY (14) See footnote

HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS, DuM; Weed; 156,450; N
► WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY†—
► KRCG (13) CBS; Hoag-Blair, Blair-Tv

JOPLIN—
► KSWM-TV (12) CBS; Venard; 87,500; N

KANSAS CITY—
► KCMO-TV (5) ABC; DuM; Katz; 483,376; N
► KMBC-TV (9) CBS; Free & Peters; 483,376; N, LS, LF, LL
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 489,535; N, LS, LF

KIRKSVILLE†—
KTVO (3) 12/16/53-Unknown

ST. JOSEPH—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 135,445

ST. LOUIS—
► KETC (*9) 500,000
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 773,922; N, LS, LF
► KWK-TV (4) CBS; Katz; 725,000; N
► KTVI (36) ABC, CBS, DuM; Radio-Tv Reps.; 317,200
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus

SEDALIA†—
► KDRO-TV (6) Pearson; 57,000

SPRINGFIELD†—
► KTTS-TV (10) CBS, DuM; Weed; 65,987; N
► KYTV (3) NBC, ABC; Hollingbery; 77,410; N

MONTANA

BILLINGS†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000

BUTTE†—
► KXLF-TV (6) ABC; No estimate given
KOPR-TV (4) See footnote

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 21,000

MISSOULA†—
► KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 19,250

NEBRASKA

HASTINGS†—
The Seaton Publishing Co. (5) 2/11/55-Unknown

KEARNEY (HOLDREGE)—
► KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 66,124

LINCOLN—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 124,513
► KUON-TV (*12) 79,487

OMAHA—
► KMTV (3) ABC, CBS, DuM; Petry; 302,935; N
► WOW-TV (6) NBC, DuM; Blair; 302,935; N
Herald Corp. (7) Initial Decision 4/6/55

SCOTTSBLUFF†—
KSTF (10) 8/18/54-6/1/55 (granted STA 4/20/55)

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC; Pearson; 28,000

LAS VEGAS—
► KLAS-TV (8) CBS, ABC, DuM; Weed; 21,244
► KLRJ-TV (2) See Henderson

RENO—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250
Nevada Telecasting Corp. (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER—
► WMUR-TV (9) ABC, DuM; Weed; 381,338

MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,290,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KOAT-TV (7) ABC, DuM; Hollingbery; 53,496
► KOB-TV (4) NBC; Branham; 56,810
► KGGM-TV (13) CBS; Weed; 55,630

ROSWELL†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 27,917

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Bolling; 165,000
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 325,650; N
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown

BUFFALO—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 457,829 (plus 473,727 Canadian coverage); N, LS, LF, LL
► WBUF-TV (17) ABC; H-R; 170,000
► WGR-TV (2) NBC, ABC, DuM; Headley-Reed; 460,616 (plus 431,550 Canadian coverage); N
WTVF (*23) 7/24/52-Unknown

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 60,960

ELMIRA—
WTVE (24) See footnote

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID† (PLATTSBURG)—
► WIRI (5) DuM; McGillvra; 83,330

NEW YORK—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000; LS, LF
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000; N, LS, LF, LL
► WOR-TV (9) WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000; N, LS, LF, LL
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
► WKNY-TV (21) ABC, CBS, NBC, DuM; Meeker; 28,500

ROCHESTER—
► WHAM-TV (5) NBC, ABC, DuM; Hollingbery; 305,000 (plus 50,000 Canadian coverage); N, LS, LF
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 285,690; N
► WVET-TV (10) ABC, CBS; Bolling; 285,690; N
WCBF-TV (15) 6/10/53-Unknown
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls., 428,800; N

SYRACUSE—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 361,220; N
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 361,220; N, LS, LF
WHTV (*43) 9/18/52-Unknown

UTICA—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 161,000; N

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 36,500
► WLOS-TV (13) ABC, DuM; Venard; 314,130

CHAPEL HILL†—
► WUNC-TV (*4) 377,350

CHARLOTTE—
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 485,935; N, LS, LF
WQMC (36) See footnote

DURHAM—
► WTVD (11) ABC, NBC; Headley-Reed; 224,530

FAYETTEVILLE†—
WFLB-TV (18) CBS, NBC; 4/13/54-8/1/55

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
► WFMY-TV (2) CBS, ABC, DuM; Harrington, Righter & Parsons; 315,642; N, LS, LF

GREENVILLE—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 102,770

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440; N
Capitol Bcstg. Co. (5) Initial Decision 4/19/55

WASHINGTON†—
WITN (7) NBC; 10/27/54-Sept. '55

WILMINGTON†—
► WMFD-TV (6) ABC, NBC; Weed; 50,003
WTHT (3) 2/17/54-Unknown

WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 269,320; N
► WTOB-TV (26) ABC, DuM; H-R; 89,054

NORTH DAKOTA

BISMARCK†—
► KFYR-TV (5) CBS, ABC, NBC, DuM; Hoag-Blair, Blair-Tv; 27,750

FARGO†—
► WDAY-TV (6) ABC, NBC; Free & Peters; 67,250

GRAND FORKS†—
KNOX-TV (10) 3/10/54-Unknown

MINOT—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 28,000

VALLEY CITY—
► KXJB-TV (4) CBS, DuM; Weed; 78,000; N, LS, LF

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066

ASHTABULA†—
► WICA-TV (15) 116,285

CANTON†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140; N
► WKRC-TV (12) CBS; Katz; 662,236; N
► WLWT (5) NBC; WLW Sls.; 525,000; N
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC, DuM; Branham; 1,084,810; N, LS, LF
► WNBK (3) NBC; NBC Spot Sls.; 1,164,000; N, LS, LF
► WXEL (8) CBS; Katz; 1,089,000
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 446,175; N
► WLWC (4) NBC; WLW Sls.; 350,800; N
► WTVN-TV (6) ABC, DuM; Katz; 381,451
WOSU-TV (*34) 4/22/53-Unknown

DAYTON—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330; N
► WLWD (2) ABC, NBC; WLW Sls.; 331,000; N
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC, DuM; H-R; 76,211

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,074,415
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC, DuM; Katz; 372,980; N, LS
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 149,000; N
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588; N

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000; N

OKLAHOMA

ADA—
► KTEN (10) ABC; Venard; 180,000; N

ARDMORE†—
KVSO-TV (12) 5/12/54-Unknown

ENID—
► KGEO-TV (5) ABC; Pearson; 174,780

LAWTON†—
► KSWO-TV (7) DuM; Pearson; 64,680

MUSKOGEE†—
► KTVX (8) ABC, DuM; Avery-Knodel; 248,750; N

OKLAHOMA CITY—
► KTVQ (25) ABC; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 315,000; N
► WKY-TV (4) ABC, NBC; Katz; 331,442; N, LS, LF, LL
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote

TULSA—
► KOTV (6) CBS; Petry; 248,650; N
► KVOO-TV (2) NBC; Blair; 248,000
KOED-TV (*11) 7/21/54-Unknown
KCEB (23) See footnote
KSPG (17) 2/4/54-Unknown

OREGON

EUGENE—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 54,000

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Summer '55

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 27,100

PORTLAND—
► KLOR (12) ABC; Hollingbery; 276,100
► KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400; N
► KPTV (27) NBC; NBC Spot Sls.; 252,453; N
North Pacific Tv Inc. (8) Initial Decision 6/16/54

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 496,528; N

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N

EASTON—
► WGLV (57) ABC, DuM; Headley-Reed; 84,915

ERIE—
► WICU (12) ABC, NBC, DuM; Petry; 218,500; N
► WSEE (35) CBS, DuM; Avery-Knodel; 61,670; N

HARRISBURG—
► WCMB-TV (27) Forjoe; N
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002; N

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 868,224; N, LS, LF

LANCASTER—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 823,448; N, LS, LF
WWLA (21) 5/7/53-Unknown

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946; N
► WFIL-TV (6) ABC, DuM; Blair; 2,043,972; N, LS, LF
► WPTZ (3) NBC; Free & Peters; 2,035,222

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC, DuM; Free & Peters; 1,134,110; N
► WENS (16) ABC, CBS, NBC; Petry; 475,000
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
WKJF-TV (53) See footnote

READING—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,370

SCRANTON—
► WARM-TV (16) ABC; Hollingbery; 200,000
► WGBI-TV (22) CBS; Blair; 245,000
► WTVU (73) Everett-McKinney; 250,000

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 250,000; N
► WILK-TV (34) ABC, DuM; Avery-Knodel; 254,000; N

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Fall '55

YORK—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 97,000

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,404,002; N
► WNET (16) ABC; Raymer; 93,600
► WPRO-TV (12) CBS; Blair

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) ABC, CBS; Free & Peters; 183,677; N
► WUSN-TV (2) NBC; H-R; 174,602

COLUMBIA—
► WCOS-TV (25) ABC; Headley-Reed; 77,600
► WIS-TV (10) NBC, DuM; Free & Peters; 162,508
► WNOK-TV (67) CBS; Raymer; 80,000

FLORENCE—
► WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 119,470

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 329,777; N
► WGVL (23) ABC, DuM; H-R; 113,000

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

FLORENCE†—
KDLO-TV (3) 4/6/55-Unknown

RAPID CITY†—
KOTA-TV (3) 12/8/54-6/1/55

SIOUX FALLS—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 115,796

TENNESSEE

CHATTANOOGA—
► WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 137,275
Mountain City Tv Inc. (3) Initial Decision 7/5/54

JACKSON†—
► WDXI-TV (7) CBS; Burn-Smith; 85,445

JOHNSON CITY—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360

KNOXVILLE—
► WATE (6) ABC, NBC; Avery-Knodel; 180,750; N
► WTSK-TV (26) ABC, CBS, DuM; Pearson; 101,890; N
WBIR-TV (10) Initial Decision 1/5/55

MEMPHIS—
► WHBQ-TV (13) CBS; Blair; 349,034
► WMCT (5) ABC, NBC, DuM; Branham; 349,034; N
WREC Bcstg. Service (3) Initial Decision 8/27/54

NASHVILLE—
► WSIX-TV (8) ABC, DuM; Hollingbery; 237,924
► WSM-TV (4) NBC, DuM; Petry, 237,924; N

OLD HICKORY (NASHVILLE)—
► WLAC-TV (5) CBS; Katz; 241,723; N, LF, LS

TEXAS

ABILENE†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 43,620

AMARILLO—
► KFDA-TV (10) ABC, CBS; H-R; 70,867.
► KGNC-TV (4) NBC, DuM; Katz; 70,867.

AUSTIN—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 115,573; N

BEAUMONT†—
► KBMT (31) ABC, NBC, DuM; Forjoe; 40,000; N, LL, LF, LS
► KFDM-TV (6) CBS, ABC; Free & Peters

BIG SPRING†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55

CORPUS CHRISTI†—
► KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 40,850
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55

DALLAS—
► KRLD-TV (4) CBS; Branham; 471,489; N
► WFAA-TV (8) ABC, NBC, DuM; Petry; 471,489; N
KLIF-TV (29) 2/12/53-Unknown

EL PASO—
► KROD-TV (4) ABC, CBS, DuM; Branham; 68,947
► KTSM-TV (9) NBC; Hollingbery; 68,382
KOKE (13) Forjoe; 3/18/54-Unknown

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Free & Peters; 460,000; N, LL, LF, LS
KFJZ-TV (11) H-R; 9/17/54-Aug. '55

GALVESTON—
► KGUL-TV (11) CBS; CBS Spot Sls.; 378,000

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) ABC, CBS, DuM; H-R; 50,168

HOUSTON—
► KPRC-TV (2) NBC, Petry; 404,500; N
► KTRK (13) ABC, DuM; Blair; 404,500; N, LF, LS
► KUHT (*8) 350,000
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LONGVIEW†—
► KTVE (32) Forjoe; 48,000

LUBBOCK†—
► KCBD-TV (11) ABC, NBC; Raymer; 80,868; N
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 80,868; N

LUFKIN†—
KTRE-TV (9) NBC; Venard; 11/17/54-7/1/55 (Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250

ODESSA†—
Odessa Tv Co. (7) Initial Decision 11/18/54

SAN ANGELO—
► KTXL-TV (8) CBS; Venard; 41,198

SAN ANTONIO—
► KENS-TV (5) ABC, CBS, DuM; Free & Peters; 250,976; N
► WOAI-TV (4) ABC, NBC, DuM; Petry; 250,976; N
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-Unknown

SWEETWATER†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

TEMPLE—
► KCEN-TV (6) NBC; Hollingbery; 117,109; N

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 127,390

TYLER†—
► KLTV (7) ABC, CBS, NBC, DuM; Pearson; 90,107
KETX (19) See footnote

WACO—
► KANG-TV (34) CBS, ABC; Raymer; 47,755
► KWTX-TV (10) Pearson

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Raymer; 48,215

B·T TELESTATUS

WICHITA FALLS—
► KFDX-TV (3) ABC, NBC; Raymer; 88,430; N
► KWFT-TV (6) CBS, DuM; Hoag-Blair, Blair-Tv; 89,750; N

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 174,100; N
► KTVT (4) NBC; Katz; 174,100; N
► KUTV (2) ABC; Hollingbery; 181,500

VERMONT

MONTPELIER—
► WMVT (3) ABC, CBS, NBC; Weed; 130,827

VIRGINIA

BRISTOL†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON (NORFOLK)—
► WVEC-TV (15) NBC, DuM; Avery-Knodel; 135,000; N

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 109,684

LYNCHBURG—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 225,000; N

NEWPORT NEWS—
► WACH-TV (33) Walker

NORFOLK—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 356,492; N
► WVEC-TV (15) See Hampton
WTOV-TV (27) See footnote
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG†—
WVAA (8) NBC; 9/29/54-Summer '55

RICHMOND—
► WTVR (6) NBC; Blair; 488,265; N, LF, LS
Richmond Tv Corp. (12) Initial Decision 2/21/55
WOTV (29) 12/2/53-Unknown

ROANOKE—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 333,665; N
WDBJ-TV (7) 3/31/55-Unknown

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS, DuM; Forjoe; 173,153

PASCO†—
► KEPR-TV (19) 50,621 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KING-TV (5) ABC; Blair; 429,500; N, LF, LS
► KOMO-TV (4) NBC; Hollingbery; 429,500; N
► KCTS (*9)
KCTL (20) 4/7/54-Unknown
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 120,140; N, LF, LS
► KREM-TV (2) ABC; Petry; 107,171; N, LS, LF
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 114,702

TACOMA (SEATTLE)—
► KTVW (13) Young; 429,500
► KTNT-TV (11) CBS, DuM; Weed; 429,500; N

VANCOUVER†—
KVAN-TV (21) Bolling 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 50,621
Chinook Tv Co. (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD†—
WHIS-TV (6) Katz; 10/29/54-Unknown

CHARLESTON—
► WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584; N, LF, LS
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Fall '55

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WSAZ-TV (3) NBC, ABC; Katz; 525,265; N, LF, LS
WHTN-TV (13) 9/2/54-Summer '55

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 262,840

PARKERSBURG—
► WTAP (15) ABC, NBC, DuM; Forjoe; 35,802

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 306,500; N
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000

GREEN BAY—
► WBAY-TV (2) ABC, CBS, DuM; Weed; 235,000
WFRV-TV (5) ABC, DuM; Headley-Reed; 3/10/54-5/1/55
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC, DuM; Raymer; 86,816

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 103,000; N
► WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54

MARINETTE† (GREEN BAY)—
► WMBV-TV (11) ABC, NBC; Venard; 175,000

MILWAUKEE—
► WXIX (19) CBS; CBS Spot Sls.; 393,255; N
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 770,439; N, LL, LF, LS
► WTVW (12) ABC, DuM; Petry; N, LL, LF, LS
WCAN-TV (25) See footnote

SUPERIOR† (DULUTH, MINN.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 101,200
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 59,200

WYOMING

CHEYENNE†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, CBS; Fletcher, N. Y., Day, Seattle; 15,000
► KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 16,000

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC, CBS; Weed
► KTVF (11) DuM; Alaska Radio-Tv Sales; 3,000

HAWAII

HILO†—
KHBC-TV (9) 1/19/55-Unknown (granted STA March 14)

HONOLULU†—
► KGMB-TV (9) CBS; Free & Peters; 65,000
► KONA (11) NBC; NBC Spot Sls.; 70,000
► KULA-TV (4) ABC, DuM; Young; 71,203

WAULUKU†—
KMAU (3) 1/19/55-Unknown (Granted STA April 8)

PUERTO RICO

MAYAGUEZ†—
Radio Americas Corp. (5) 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
► WKAQ-TV (2) CBS; Inter-American; 65,000
Dept. of Education of Puerto Rico (*6) 2/2/55-Unknown

CANADA

CALGARY, ALTA.—
► CHCT-TV (2) CBC; All-Canada, Weed; 18,000

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Young; 33,000

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS

HAMILTON, ONT.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 344,848

KINGSTON, ONT.†—
► CKWS-TV (11) All-Canada, Weed; 33,000

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Weed; 110,000

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 98,188
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216

OTTAWA, ONT.—
► CBOT (4) CBC; CBC; 38,500

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; 30,000

PORT ARTHUR, ONT.—
► CFPA-TV (2) CBC; All-Canada, Weed; 4,370

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Weed; 30,000

REGINA, SASK.†—
► CKCK-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 18,000

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young, 10,000

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 22,000

SASKATOON, SASK.†—
► CFQC-TV (8) CBC; Radio Rep., Young; 11,000

SAULT STE. MARIE, ONT.†—
► CJIC-TV (2) CBS; CBC; Weed; 5,000

SUDBURY, ONT.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 16,016

SYDNEY, N. S.†—
► CJCB-TV (4) Weed; 17,426

TORONTO, ONT.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000

VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 30,000

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC, DuM; Young; 1,496,000

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Time Sales; 51,481

TIJUANA† (SAN DIEGO)—
► XETV (6) Weed; 296,402

The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WLAM-TV Lewiston, Me.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee.

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THE NEWSWEEKLY OF RADIO AND TELEVISION

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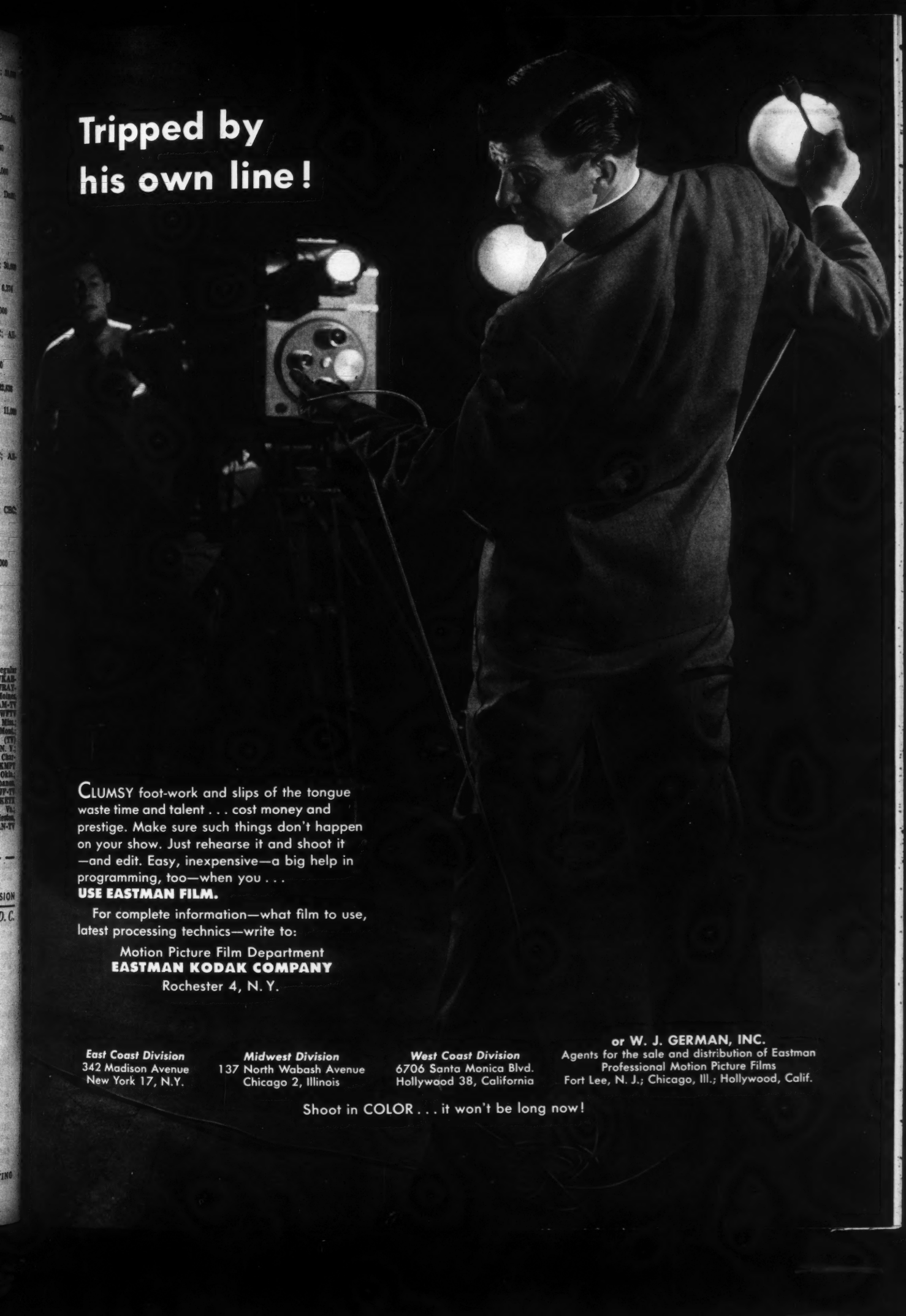

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MORE VIEWERS THAN ALL OTHER STATIONS COMBINED!*

If you want to reach the television viewers of the South Bend Market there's only one way to do it. Buy WSBT-TV. This station gives you more viewers than all the others put together! No other station, UHF *or* VHF, whose signal reaches the South Bend Market, even comes close to WSBT-TV in share-of-audience. Furthermore, when you use this station, your sales story is presented with a clear, interference-free picture.

* *TV Hooperatings, Nov., 1954 for South Bend-Mishawaka, Ind.*

* *Pulse, Jan., 1955 for the 4 Northern Indiana Counties of St. Joseph, Elkhart, Marshall and Kosciusko.*

A BIG MARKET... A PROSPEROUS MARKET

The primary coverage area of WSBT-TV embraces a prosperous 9-county market in Northern Indiana and Southern Michigan. The following income and sales figures show clearly the sales potential of this great market:

Effective Buying Income .. $1,102,341,000. Food Sales .. $186,045,000.
Total Retail Sales ..... $818,681,000. Drug Sales ... $23,270,000.

Source: Sales Management Survey of Buying Power, 1954.

WSBT-TV CHANNEL 34 SOUTH BEND, IND. CBS Du Mont

A CBS BASIC OPTIONAL STATION

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVES

— PROGRAM SERVICES —

AP Radio-Tv Membership Gains 112, Now Totals 1,376

DOMESTIC membership among newspapers and broadcasters is at a new record level, the Associated Press reported last week. Totals are 1,744 newspapers and 1,376 radio and tv stations. A net gain of 112 radio-tv members was cited for 1954.

These figures were contained in an annual report by Frank J. Starzel, AP's general manager, to AP members who were in New York last week at their annual meeting.

Also submitted was an AP report which attributed "outstanding" coverage of news stories during the past year in large measure to member newspapers and radio stations which had supplied "the facts, the photos or the ideas."

Since the time radio has shared in the cost of cooperative newsgathering, it was noted, the total AP effort has grown as radio membership has increased. There are now more than 350 radio members in cities or towns which have either no newspapers or no newspaper members.

McLean Re-elected To AP Presidency

ROBERT McLEAN, publisher of *The Philadelphia* (Pa.) *Bulletin* (WCAU-AM-FM-TV), was re-elected president of the Associated Press last week by the board of directors meeting in New York. Other officers are: Norman Chandler, *Los Angeles Times* (KTTV[TV]), first vice president; Clarence B. Hanson Jr., *Birmingham* (Ala.) *Sunday News* (WAPI, WAFM [FM]) and WABT [TV]), second vice president; Lloyd Stratton, assistant general manager, AP, secretary, and Robert Booth, AP treasurer, treasurer.

Re-elected to the executive committee are: Mr. McLean; Benjamin M. McKelway, *Washington* (D. C.) *Star* (WMAL-AM-FM-TV); Paul Miller, *Rochester* (N. Y.) *Democrat & Chronicle* (WHEC-AM-TV); Robert B. Choate, *Boston* (Mass.) *Herald & Sunday Herald* (WHDH-AM-FM); Harry F. Byrd Jr., *Winchester* (Va.) *Evening Star*, and John S. Knight, *Chicago Daily News* (WIND-AM-FM).

Directors who were re-elected at meeting are: Mr. McKelway; John R. Reitemeyer, *Hartford* (Conn.) *Courant*; Nathaniel R. Howard, *Cleveland News*; Richard W. Clarke, *New York Daily News* (WPIX [TV]); W. H. Cowles, *Spokane* (Wash.) *Spokesman-Review* (KHQ-AM-TV), and Raymond L. Spankler, *Redwood City* (Calif.) *Tribune*.

UP Radio Stations in U. S. Number 1,510; Tv now 144

NUMBER of U. S. radio stations served directly by United Press increased to 1,510 during 1954 and the number of tv stations totaled 144, it was reported last week by John J. Madigan, radio news manager, at UP's annual meeting in New York.

Mr. Madigan said many state news reports had been enlarged in keeping in line with "a steady trend" toward the broadcasting of more regional and state news. More news features were added to the service during the year, according to Mr. Madigan, including a one-hour Sunday program of a wide range of news topics and a thrice-weekly script covering the recording film.

William C. Payette, UP television manager, claimed United Press Movietone News had delivered more daily newsfilm to more tv stations throughout the world in 1954 than any other tv news service anywhere. He said more than 20

tv stations in the U. S. had joined UPMT during the year and foreign clients included the Swiss, Italian and Argentine tv networks.

UPMT has expanded its facilities for film editing and processing in Paris to meet the growing list of clients in Europe, according to Mr. Payette. In order to serve clients in Latin America, Europe and Japan, he said, UPMT maintains an active file of more than 1,000 free-lance photographers to supplement the coverage of staff cameramen.

International News Service Reports 205 New Clients

IN A RECORD gain last year, the International News Service added 205 new clients, for a total of 3,000 outlets now being served, according to Seymour Berkson, INS general manager. Mr. Berkson reported these figures Tuesday in presenting the company's annual report at a meeting of INS news and business executives held in connection with the American Newspaper Publishers Assn. convention in New York.

Radio and tv stations are included in the clients served by INS. Mr. Berkson noted that new business signed included 74 newspapers, 36 radio stations, and 22 special service clients. In addition, INS-Telenews newsfilm, facsimile and subsidiary services for tv now reach a total of 113 tv outlets, he said.

In the report, Mr. Berkson also pointed out INS' inauguration, last August, of voice-and-photo transmission via its facsimile "network." He said "Sound-on-Fax ushered in a new era of simultaneous transmissions of news photos and actual voice recordings on tape of news personalities photographed."

NEVADA ATOM BLAST IS DURABILITY TEST OF AM STATION OPERATION IN EMERGENCY

Experimental 250-watter KOZDM located less than a mile from the detonation point, in 'Terror Town.' Postponements of blast upset network schedules and increase costs of pooled broadcasts.

WOULD a broadcasting station operating within a mile or so of an atom bomb burst be knocked into kingdom come, tower and all? Or would the typical station be able to withstand the fury of the nuclear blast and perform its national emergency function of keeping the public informed?

Those were among the questions to be answered if, as and when the results of the thrice postponed Operation Cue at Yucca Flats, Nev., become known.

Originally scheduled for early Tuesday morning Pacific Daylight Time, the 40 kiloton atomic explosion was postponed first until Wednesday, then Thursday morning and then again until Saturday by inclement weather and danger of fallouts. Results of this largest civil defense test ever staged, however, were not to be made known until some 24 hours after the blast, and after radioactivity had subsided to the point of making inspection of the site possible.

Of key interest is the fate of the 250-watt station KOZDM, less than a mile from the detonation and part of "Terror Town," the typical man-made community comprising domiciles, public utilities, communications systems, automobiles and trailers, and radio and tv receiving sets and antennas.

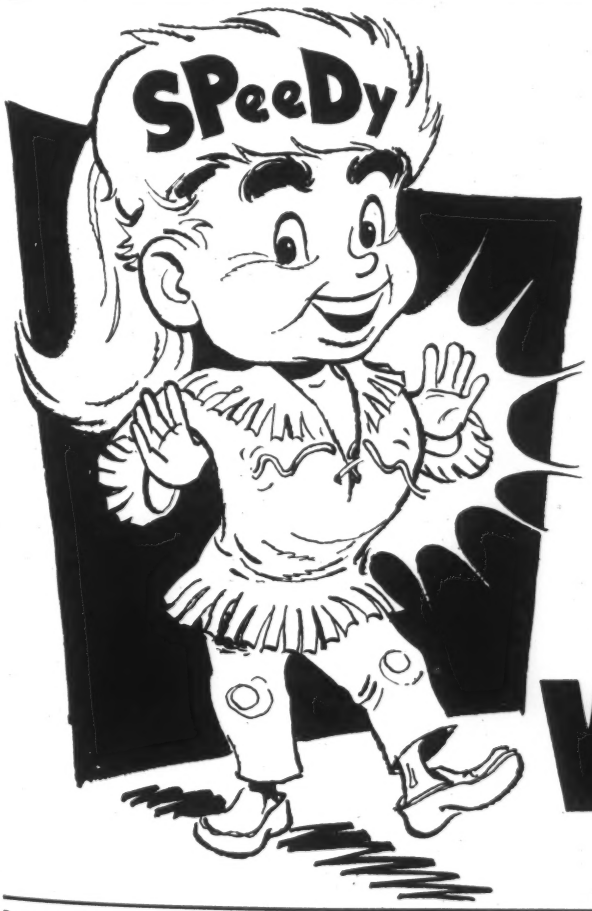
Officials in charge of the station project would not predict the outcome of the test, arranged under auspices of the Federal Civil Defense Agency (FCDA) with the cooperation of members of the Radio-Electronics-Television Mfrs. Assn. (RETMA). But engineering observers predicted that the ferocious nuclear blast, equivalent to 40,000 tons of TNT and of three million degrees heat, would knock the station out and all but shatter its transmitting gear. They thought the nearby Stainless Inc. antenna would withstand the blast, however, and that the one-story concrete building would not be demolished.

The results won't be known until the day after the blast.

The pre-blast experiences—for the broadcasters covering the event—were forbidding. Winds with velocities up to 80 miles an hour churned up the desert, temporarily knocking out microwave relays and literally throwing sand in the gears of the delicate television and related equipment.

The postponements also played ned with network schedules. Original estimates of about $65,000 for the pooled broadcasts were raised to in excess of $100,000, with $10,000 in overhead, exclusive of program costs, estimated for each day of delay.

While civil defense officials estimated that Operation Cue would cost about $3 million, seasoned observers held that the overall man-



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where client service is a reality...

Based on their knowledge of station activity, 62 leading advertisers, 102 top agency executives, and leading film distributors and film producers, rated WSPD in the top ten stations, in the recent BILLBOARD MAGAZINE's 17th annual promotion competition.

- **Best job of audience promotion for TV film programs (markets 200,000-500,000—6th in nation)**
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euver involving troops and aircraft as well as some 1,800 observers, newsmen, technicians and scientists, and high brass of this and foreign governments, would run at least $15 million—assuming the atomic device is detonated. There were more than 400 representatives of news media, of whom more than 100 represented radio and tv. It was the first full dress test scheduled open to news coverage in two years.

By learning the effects of the blast on the am station and related electronic installations, manufacturers and engineers thus would procure data to design stations and buildings capable of withstanding the effects of nuclear explosions in this atomic era. Because am radio is the control center under civil defense blueprints, the test was regarded as of paramount importance. It was to mark the first practical experiment involving Conelrad, since KOZDM is assigned on 1240 kc, one of the two channels used for all participating stations in the emergency control plan, with all others to be silenced for the emergency's duration.

A half-dozen broadcasters found themselves assigned to forward trench positions or in Army tanks at zero hour. They were Dave Garroway, NBC-*Today;* Fred Deiterick, CBS-TV; Dallas Townsend, CBS Radio; Robert D. Swezey, WDSU-AM-TV New Orleans, and Lynn Thomas, KWRO Coquille, Ore., all assigned to trench positions about 3,100 yards away from the blast tower, and Rex S. Bowen, KOY Phoenix, and Bill Grove, KFBC-AM-TV Cheyenne, Wyo., assigned to Army tanks about the same distance from the site.

The project, under auspices of the RETMA and FCDA, was supervised by Raymond H. Williamson, General Electric Co., as project officer. Assistant project officer was John E. Young, of RCA, Camden.

It was explained that information on the effects of a nuclear explosion on typical civilian communications equipment is of importance to civil defense, and that insufficient data is available for proper evaluation. The results of Operation Cue, therefore, would provide an answer to the post-disaster repair problems with which communications personnel may have to cope and give some idea of the circumstances under which equipment would be affected.

Typical Station Donated

The 250-watt standard broadcast station, contributed by RCA Victor, was housed in a one-story concrete block structure regarded as typical of a local station. Using the call assigned it by the FCC—KOZDM—it was located 4,700 feet (less than a mile) from the blast site. Operating on 1240 kc, one of the two Conelrad frequencies, the station was fully-equipped. In addition, there were a number of types of communications transmitters and receivers housed in an adjacent structure, plus the three antenna installations, and a typical suburban telephone switchboard.

The station equipment included the RCA transmitter, a consolette for combination operator-announcer, standard turntable and tape-recording equipment. It fed a 150 foot two-guyed, base-insulated antenna supplied by Stainless Inc., through 250 feet of coaxial cable buried about 6 inches in the ground.

The station was scheduled to operate on D-Day on a continuous basis, and go off one-minute before Z hour. An automatic timer would put it back on the air four-minutes after the open shot—if the station was still capable of transmiting.

Mr. Young estimated that the installation, from transmitter house to antenna, represented an investment of $10,000. RCA's portion probably cost about $6,000, he said.

The non-standard broadcasting mobile and fixed radio communications equipment was housed in an adjacent building. In addition several kinds of radio and tv antennas were installed near the buildings on the test line. The automatic telephone switchboard was supplied by Northern Electric Co., at a cost of about $6,000. A 60-watt low band mobile transmitter, typical of the kind used for civil defense purposes, was supplied by General Electric Co., at an estimated $1,000 cost. Motorola had installed a mobile taxi-calling service transmitter in the adjacent building, and RCA had two mobile transmitters in the structure. In addition, mobile communications equipment was housed in vehicles at various distances from the blast site.

Receivers, both radio and tv, installed in the various dwellings in the area included RCA, GE, Hallicrafters, Admiral and the new transistor "Regency."

For the military and Civil Defense communications operations, some 300 different frequencies were used in the test area—practically all microwaves. CD used seven radio-equipped cars, along with 24 walkie-talkie units to travel the testing ground in jeeps.

RADIO-TV CONCENTRATES ON YUCCA FLATS BLAST

Nine-hop tv relay to Los Angeles set up to carry the explosion picture to the outside world. More than 100 radio-tv representatives handle one of the year's biggest news stories.

MORE than 100 representatives of radio and television covered Operation Cue at Yucca Flats, Nev., last week.

Whereas the previous atomic blasts in 1952 and 1953 covered by radio and television entailed almost insuperable technical efforts, CBS-TV and NBC-TV decided this year to use the microwave relays of AT&T to Los Angeles, for their network feeds. The special event broadcasts were pooled, with the costs split.

For Operation Cue, the networks and AT&T had six weeks in which to complete and test their installations. In 1952 only 16 days were available, and the near impossible was achieved by Klaus Landsberg, vice president and general manager of KTLA (TV) Los Angeles, who planned and engineered the microwave relay to Los Angeles. In 1953, the broadcast media had 22 days in which to plan.

No accurate figures were available on network costs for coverage of Operation Cue. Early estimates, before the many costly postponements, varied from $65,000 to $100,000. In addition there were the regular programming costs of network news shows originated at Yucca Flats beginning on April 24.

NBC, in addition to its special events, originated *Today, Home* and *Meet the Press* for tv from the Nevada site. Radio programs originated included *World News Roundup* and *News of the World.* ABC Radio joined CBS and NBC in radio coverage in setting up a series of three special broadcasts for D-Day.

In addition to its pooled tv coverage and special tv news programming, CBS scheduled three of its top radio news shows daily beginning Sunday, April 24. John F. Day, director of CBS, was in charge with Paul Levitan, production manager for CBS News and Public Affairs, as producer. NBC's team was headed by Barry Wood, director of special events. On hand for the shot was President S. L. (Pat) Weaver.

Robert D. Swezey, vice president-general manager of WDSU-AM-TV, and special correspondent for the stations, drew the assignment as independent radio-tv observer in the trenches with the troops, 3,100 yards from the detonation tower. Dave Garroway, (NBC-*Today*) was to be pool network observer at this post, less than two miles from the blast. A live camera was put in the trench position, too.

Despite the time for advance planning, network technicians and producers found themselves working around the clock to prepare for the big blast. Brisk winds, usual at the testing grounds, whipped up the gravel-like desert and impeded preparations. One NBC worker—63-year-old Earl Curtis, manager of station operations in Hollywood, died at the site Sunday, April 24, of a heart seizure (see story, page 80).

Industry Viewers

Following is the official list of accredited radio-tv personnel (other than network and AT&T technicians) at the Nevada tests:

Allan, John H., NBC, Los Angeles; Alley, Dexter P., NBC-TV, Los Angeles; Arthurs, H. M., WRFD Worthington, Ohio; Baldwin, Bill C., KSO Des Moines; Baribault, Phillip L., CBS, Los Angeles; Barnes, Legene S., NBC, Los Angeles; Bartolini, Julian A., NBC, Washington; Beck, John Frederick, CBS, Los Angeles; Beiswenger, Thom P., WAKR-TV Akron; Berk, Philip E., KOMU-TV Columbia, Mo.; Bernard, Fred, WERE Cleveland, Ohio; Boden, Richard Gael, KSL-TV Salt Lake City; Bohen, Lee H., CBS, Los Angeles; Bowen, Rex S., KOY Phoenix, Ariz.; Brown, Carleton D., WTVL Waterville, Me.; Bungaard, Ernest, WCCO Minneapolis; Cheverton, Richard E., WMT Cedar Rapids, Iowa; Conklin, Edwin, ABC, Los Angeles; Collingwood, Chas. C., CBS, New York; Compton, Richard H., KEYD Minneapolis; Cooper, Ernest M., KCRT Trinidad, Colo.; Couzzi, Mike J., CBS, Los Angeles; Cronkite, Walter L., CBS, New York; Curtis, Earl M., NBC, Los Angeles;

Damon, James G., KRCA Los Angeles; Day, John F., CBS, New York; Dennison, Terry, KPHO-TV Phoenix, Ariz.; Desoria, Charles, CBS-TV, Los Angeles; Dieterich, Fred G., CBS-TV, Los Angeles; Dormont, Geo. I., CBS, Hollywood; Dow, Ralph, KENO Las Vegas, Nev.; Downs, Hugh M., NBC-TV, New York; Foster, R. D., KWTO Springfield, Mo.; Frank, P. B., WTVN Columbus, Ohio; Fry, Leon, NBC-TV, Los Angeles; Garred, Robert, ABC, Los Angeles; Garroway, Dave, NBC-TV, New York; Giuffre, Gus, KRAM Las Vegas, Nev.; Gobble, John R., KID-TV Idaho Falls, Idaho; Goodman, Jack J., KDYL-KTVT (TV) Salt Lake City, Utah; Green, Gerald, NBC-TV, Los Angeles; Grove, Wm. C., KFBC-TV Cheyenne, Wyo.;

Hadley, Wm. H., KATV-TV Little Rock, Ark.; Hageman, Harold L., WADC Akron, Ohio; Handley, Drew R., CBS, Los Angeles; Harris, G. E., KMTV (TV) Omaha, Neb.; Hart, James P., KLAS Las Vegas, Nev.; Hart, Robt. A., KTRH Houston; Heyborne, Robt. L., KSUB Cedar City, Utah; Hinkel, Roy Niel, NBC-TV, Los Angeles; Higbee, Arthur L., KSUB Cedar City, Utah; Holch, Arthur, NBC-TV, New York; Holcomb, Grant, CBS-TV, San Francisco; Holloway, Elmer W., NBC, Hollywood; Horton, Donald Kirk, KFSG Los Angeles; Ivory, Thomas M., KLAS Las Vegas, Nev.; Jarlson, Alan E., KENO Las Vegas, Nev.; Kelly, Lennon, KTRI Sioux City, Iowa; Kew, Kenneth E., KGLO Mason City, Iowa; Kunkle, George, NBC-TV, Los Angeles;

Larson, Geo. B., KDYL-KTVT (TV) Salt Lake City; Leppert, John D., NBC-TV, Los Angeles; Levitan, Paul C., CBS-TV, New York;

Lee at Yucca Flats

OFFICIAL observer for the FCC at the Yucca Flats, Nev., blast site last week was FCC Comr. Robert E. Lee, the Commission's defense officer. He arrived Saturday, April 23. His primary interest was in what was officially called "Civil Effects Test Project 35.2," the communications equipment test, including a complete 250 w am radio station, actually operating on a Conelrad channel (1240 kc). He planned to submit a report on the results to the FCC.

Linkroum, Richard L., NBC-TV, New York; Long, Chester S., WBNS-TV Columbus, Ohio; Mann, Theodore G., NBC-TV, Los Angeles; Marshall, Sylvan Mitchell, NBC, Washington; Matlock, Stanton F., WKRC Cincinnati; Merryman, Philip, WICC Bridgeport, Conn.; Meyers, Jon, ABC, Los Angeles; Mills, Jack, KSIB Creston, Iowa; Minifie, James M., Canadian Broadcasting Co.; Mitchell, David F., KGON West Linn, Ore.; Montgomery, Roy C., NBC-TV, Los Angeles; Murphy, Jack, KPHO-TV Phoenix, Ariz.; McCall, Francis C., NBC-TV, New York; McClintock, Gordon Glenn, NBC, Los Angeles; McCormick, Stephen J., NBC Washington;

Northshield, Robt. J., CBS, New York; Otte, George, ABC, Los Angeles; Pursel, Wm. Loyd A., KLAS Las Vegas, Nev.; Quinn, Frank, KDEF Albuquerque, N. M.; Reynolds, Wm. A., NBC-TV, Los Angeles; Salerno, Samuel, KRAM Las Vegas, Nev.; Sanders, Ernest C., WOC Davenport, Iowa; Schneider, Rich. N., NBC, New York; Schwieder, Arthur W., KID-AM-TV Idaho Falls, Idaho; Shea, John F., NBC-TV, Los Angeles; Shelley, John DeWane, WHO Des Moines; Sigety, Katharine Snell, NBC-TV, New York; Swayze, John Cameron, NBC-TV, New York; Swezey, Robt. D., WDSU New Orleans; Switzer, Theo., NBC, Los Angeles;

Taishoff, Sol, B•T, Washington; Thomas, Lynn, KWRO Coquille, Ore.; Thompson, John H., NBC, Los Angeles; Thiriot, Richard V., KSL-TV Salt Lake City; Townsend, Dallas S., CBS New York; Uebelhart, James W., WSPD-TV Toledo, O.; Uhrhammer, Gerald Howard, KEYD-TV Minneapolis; Vandercook, John W., ABC-TV New York; Ward, Granville P., KTTS Springfield, Mo.; Watson, James Caughey, CBS-TV Los Angeles; Whitman, Howard, NBC New York; Widhoff, Gene, NBC-TV Los Angeles; Willis, Douglas, British Broadcasting Corp., Washington; Wilson, Sam, WHK-TV Cleveland, Ohio; Wood, Barry, NBC-TV New York; Young, Fred, KRAM Las Vegas, Nev.; Zelman, Sam, CBS, KNXT (TV) Los Angeles, Calif.

Technicians Spend 2½ Months Readying for 'Operation Cue'

PROBLEMS facing radio-tv in covering the A-bomb blast at Yucca Flats proved to be a real technical challenge to the crews that spent two and one-half months in readying for the event.

An important piece of equipment used was a Minicam camera—a seven pound tv camera whose picture tube and overall size are one-tenth that of the average tv camera—which was in a civil defense trench. Audio and phone lines ran from the trench where 30 observers were waiting, at Media Hill six miles away.

At the time of the blast a split-screen ar-

THE BUFFALO EVENING NEWS STATION

CBS BASIC

WBEN-TV

CHANNEL 4

WBEN-TV LEADS THE WAY

1st on the air . . . 1st in know how . . . 1st in experience. WBEN-TV, Buffalo's favorite station, is also 1st in Niagara Falls, Olean, Jamestown, Lockport and other Western New York communities. WBEN-TV has high penetration in Toronto and Southern Ontario. Trained and experienced personnel of Buffalo's 1st station are equipped to interpret and handle your advertising needs. . . .

Get the WBEN-TV Story from HARRINGTON, RIGHTER & PARSONS, INC.

THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THIS REGION

a DOUBLE Ringer... in the Detroit Area!

CKLW radio covers a 15,000,000 population in 5 important states. The lowest cost major station buy in the Detroit area.

CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

800 kc. Radio
50,000 Watts
National Rep.
Adam J. Young, Jr., Inc.

CKLW

Channel 9
325,000 Watts
J. E. Campeau, Pres.
Guardian Bldg., Detroit

rangement was to show a mushroom from Media Hill and a closeup from the forward trench via Minicam which will then pan the rising cloud. NBC's four-camera mobile unit, set up less than a mile from the center of the explosion, also was ready to provide closeup coverage. Mobile microwave transmitters were to send pictures to Media Hill.

Technicians hoped to get a picture of the fireball a fraction of a second after it occurred with the aid of an automatic shutter device. Usually the fireball appears only as a tremendous flash of light.

The fireball, when it is new, is from 100 to 200 times as bright as the sun but within thousandths of a second it fades to the same brillance as the sun. The Minicam camera is designed to operate under such radical and swiftly-changing light conditions.

NBC's Curtis Dies in Nevada

EARL CURTIS, 63, manager of staging operations for NBC Hollywood, died suddenly Sunday, April 24, while working with his crew at Yucca Flats, Nev., in preparation for Operation Cue. Mr. Curtis had complained of gastritis at about noon Sunday and suffered a heart attack en route to Camp Desert Rock, the Army installation, and died 2½ hours later.

Mr. Curtis is survived by his widow, a daughter, Madeline, and a son-in-law, Bud Herron, also employed at NBC Hollywood.

FCC Approval Asked For WLOL Purchase

APPLICATION was filed last week seeking FCC approval to the $300,000 purchase of WLOL Minneapolis by the B. R. F. Corp. from Ralph L. Atlass [CLOSED CIRCUIT, April 25].

The B.R.F. Corp. comprises N. L. Bentson, Edmund Ruben and Joe Floyd, each owning one third. The same interests own ch. 11 KELO-AM-TV Sioux Falls, S. D., and hold a ch. 3 grant for Florence, S. D. Mr. Bentson sold WMIN-AM-FM St. Paul to William F. Johns and family last fall for $75,000 [B•T, Oct. 4, 1954]. This station is now WMNS-AM-FM. Mr. Bentson also sold WMIN-TV St. Paul to Harry M. Bitner-controlled Consolidated Television & Radio Broadcasters Inc. for $1,235,000 earlier this year [B•T, Jan. 31]. This was part of the Bitner purchase of WTCN-AM-TV Minneapolis and of WMIN-TV for $3,135,000. WTCN-TV and WMIN-TV shared ch. 11 in the Twin Cities. This transaction was approved early last month [B•T, April 4]. Mr. Bentson and his family also own 10% interest in WRFW Eau Claire, Wis.

Mr. Atlass is president and general manager of WIND-AM-TV Chicago. He and his family are stockholders in the WIND stations.

Multiplex Rule Stayed

EFFECTIVE date of FCC's new rules allowing fm stations to air functional music programs and other subsidiary program services via multiplex and simplex operation [B•T, March 28] was stayed by the Commission last week for 30 days at the request of WWDC-FM Washington. Rules were to have become effective today (Monday). WWDC-FM, as well as WPEN-FM Philadelphia and WHOM-FM New York, have asked the Commission to reconsider and modify portions of the rules which would curtail present functional music operations on a simplex basis during certain hours.

LAMB DEFENDS BOOK ON RUSSIA, REPEATS DENIALS OF RED TIES

Broadcaster says competitors have instigated attacks against him, says his writings have been misinterpreted. His counsel charges 'bookburning.' Sen Kefauver swears to his loyalty.

EDWARD LAMB vigorously defended his controversial 1934 book, *Planned Economy in Soviet Russia*, before FCC Examiner Herbert Sharfman last week as other witnesses, including Sen. Estes Kefauver (D-Tenn.), attested his loyalty and anti-communist record. Mr. Lamb called the probe of his early writings a threat to freedom of broadcasting and the press.

In hearing since last September, the case involves license renewal of Mr. Lamb's WICU (TV) Erie, Pa., where he also publishes the *Erie Dispatch*. Issues include whether Mr. Lamb falsely told the Commission he never had Red ties. He repeatedly has denied the charge of misrepresentation and denied ever having communist affiliations.

From the witness chair Tuesday, Mr. Lamb contended that "the most severe and violent attacks on me and my writings have occurred from my business competitors." He claimed that "the publishers of the *Erie Times* dug up, magnified and distorted these statements. . . . They had a series of some 14 articles and those articles were sent to every member of Congress." He added, "They are the basis of libel action pending."

The WICU owner further charged, "This was also helped along, this misrepresentation, abuse and distortion, by Isadore and Samuel Horowitz, the publishers of the *Mansfield* [Ohio] *News Journal* with whom I competed for a radio station. This was all gone into at Horowitz' instigation by FCC and I was given that license and he was denied the license.

"But the reports persist and the attempts to misrepresent my statements persist and were magnified, of course, when there was a change of political administration in Washington and on the Commission," Mr. Lamb said.

Joseph Kittner, assistant chief of the FCC Broadcast Bureau and now principal Commission counsel in the WICU renewal case, questioned Mr. Lamb in detail about his book, written after a visit to Russia. Mr. Kittner said some passages, particularly in the concluding pages, are liable to multiple interpretation. Because of this, he said, he felt the author should be given the opportunity to clarify them.

In particular dispute, Mr. Kittner indicated, was the language "which says if we are to have a planned economy, the workers, the farmers and the militia men must organize together to assume title to the means of production."

Recalling the acute depression of the early 1930's—the "paradox of plenty"—and the need for economic planning, Mr. Lamb noted the planned economy which did develop under the New Deal and which continues to develop in many areas of public life today.

Mr. Lamb emphasized, "I said repeatedly throughout the book that the study of conditions in Soviet Russia was in no way to be a model for the United States or any other country." Quoting from his book, "On page 13 I said, 'The study of Russia's successes and failures in planning are instructive, but not determinative, of the successes of similar efforts if adopted elsewhere. . . . It is to be observed that blind recommendations for adoption by America of Russian methods is as silly as it is short-sighted. Russia, today, is no Utopia.'"

During early argument among counsel over Mr. Kittner's inquiry about Mr. Lamb's book, WICU attorney Russell Morton Brown claimed the proceeding to be "the kind of thing they had in Nazi Germany when they burned books . . . the kind of thing that the Japanese became so famous for under their thought control program."

Later, Mr. Lamb observed that his examination by Mr. Kittner, "extensive as it has been, has nevertheless been carried on in a fair, proper and considerate way." Several days earlier Mr. Brown had noted that the FCC attorneys, under Mr. Kittner's direction of the case, have conducted themselves "in a most exemplary manner."

Mr. Brown questioned Mr. Lamb Wednesday about various awards and citations which his radio, tv and newspaper interests have received, including a 1949 commendation from FBI chief J. Edgar Hoover for the aid of the *Erie Dispatch* in focusing public attention on forces which would undermine our constitutional way of life. These plus numerous anti-communist editorials by Mr. Lamb were entered into the record.

Also presented was a 1947 letter from Arnold Johnson, Ohio leader of the Communist Party, complaining that Mr. Lamb's WTOD Toledo was "hostile" and requesting time to answer the attacks. Asked if such time was ever afforded the Communist Party, Mr. Lamb replied, "It was not."

Mr. Lamb recalled discussing the role of radio and tv in church affairs with Pope Pius XII in a private interview at the Vatican in 1950 and pointed out that his WTVN (TV) Columbus, Ohio, was the first tv station in the U. S. to televise a Mass other than Christmas Eve. He cited Roman Catholic, Protestant and

Sharfman Subpoenaed

FCC EXAMINER Herbert Sharfman, presiding officer in the Commission's Edward Lamb case (see story this page), was served with a subpoena last week by defense counsel for Mrs. Marie Natvig, ordering his appearance at Mrs. Natvig's perjury trial Tuesday in Washington.

Mrs. Natvig is the turnabout witness in the Lamb hearing whose perjury case will be heard before U. S. District Court Judge Alexander Holtzoff. The trial was postponed a fortnight ago from April 25 to May 3 [B•T, April 25]. Examiner Sharfman was served Wednesday afternoon during a recess in the Lamb hearing.

Mrs. Natvig originally testified before Examiner Sharfman that Mr. Lamb was linked with communist causes and later she recanted and charged she had been coerced to so testify by Walter Powell, former chief FCC counsel in that proceeding and now on the legal staff of NARTB. The perjury indictment hinged on the coercion charge. Counsel for Mrs. Natvig also has ordered subpoena for Mr. Powell; his former secretary at FCC, Phyllis Segal, as well as FCC attorney Arthur Schissel. Justice Dept. has subpoenaed FCC representatives, including Joseph Kittner, assistant chief of the Broadcast Bureau, now head counsel in the Lamb hearing.

Jewish commendations given his radio and tv stations for religious programming efforts.

As for his sale of WTVN in 1953 to the family of the late Sen. Robert Taft (R-Ohio), whom he described as "Mr. Republican," Mr. Lamb noted the FCC approval came "shortly after the change of administration" and that "the transfer of that station went through this Commission, I believe, with a new speed record."

Mr. Brown, stating FCC found Mr. Lamb "qualified" for the purposes of the WTVN sale to the Taft family, noted the Commission "immediately after" refused to renew the license for WICU. He considered this "pertinent and significant" despite objection by Commission counsel.

On Thursday, Sen. Kefauver told Examiner Sharfman he has never heard Mr. Lamb "say anything that would lead me in any way at all to doubt his loyalty or embrace any belief that would make him unfit to be a broadcaster."

Describing Mr. Lamb as a "valuable citizen," Mr. Kefauver said he met the broadcaster-publisher more than three years ago and felt he knows him quite well and knows his "general attitude toward our country." He felt Mr. Lamb may have made mistakes, but noted if anyone looks back 25 years and recalls early mistakes "you would not paint too pretty a picture about any of us."

Lowell Baldwin, long-time friend of Mr. Lamb and one of his first legal clients, testified Mr. Lamb "never had a good word for communists" and "damned the Communist Party within any labor organization."

Indicating he was a Republican and opposed to communism, Mr. Baldwin said he would not have appeared and testified if he had any idea Mr. Lamb had communist sympathies. Recalling Mr. Lamb's legal defense of labor groups in the 1930s, Mr. Baldwin said Mr. Lamb wanted people to know that when he defended them "he wasn't part of them" but was "doing it for a legal fee."

The witness, who said he owns a dry cleaning plant at Maumee, Ohio, testified that when formation of a labor union at the plant was being considered in 1939, Mr. Lamb advised him to "be careful there were no connections with the Communist Party."

Sam Sponseller, CIO field representative, recalled contacts with Mr. Lamb in the mid-1930s when the latter was union counsel during a strike at the Libby-Owens Ford plant. Mr. Sponseller said Mr. Lamb would not tolerate communist interference with the way he handled legal matters. He said he never heard Mr. Lamb say anything good about the Communist Party or its strike tactics.

WAIM-TV, WGVL (TV) Protest WSPA-TV Move

THREAT that protests by WAIM-TV Anderson and WGVL (TV) Greenville against the move of ch. 7 WSPA-TV Spartanburg, all South Carolina, might wind up in court for the fourth time was made last week after a three-day FCC hearing in Washington.

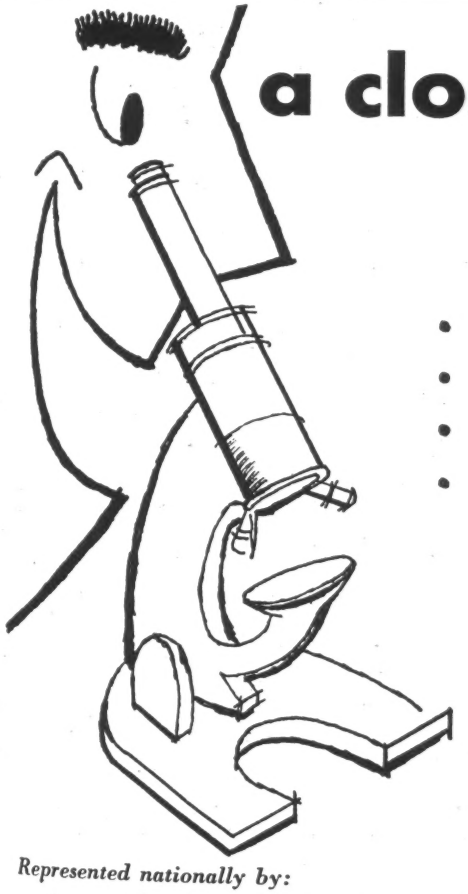
The warning was sounded by former Sen. Scott W. Lucas (D-Ill.), counsel for WAIM-TV, after FCC Chief Hearing Examiner James D. Cunningham denied a request for a subpoena of WSPA-TV books and records.

At issue is the correctness of the Commission's 1954 grant to WSPA-TV to move its transmitter site from Hogback Mt. to Paris Mt. The latter is six miles from Greenville. Protestants ch. 23 WGVL and ch. 40 WAIM-TV charge that the move was dictated by WSPA-TV's desire to secure a CBS affiliation. At the Hogback Mt. site, they claim, WSPA-TV coverage would overlap with that of CBS-affiliated WBTV (TV) Charlotte, N. C. They also claim that the move would make WSPA-TV a Greenville station.

Move to Paris Mt. was justified by Walter J. Brown, president of WSPA-TV, on the ground that he ran into difficulty in building on Hogback Mt. He said that CBS officials called his attention to the overlap with WBTV.

Ben K. McKinnion, ABC-affiliated WGVL's vice president and general manager, told of losses his station had been sustaining since he lost his NBC affiliation to ch. 4 WFBC-TV Greenville. A March 31, 1955, balance sheet showed total assets of $204,361, of which $23,517 were current assets. Current liabilities totaled $47,158, with notes payable $41,325, and contracts payable $98,819. Losses to June 30, 1953, were $10,935, by June 30, 1954, $120,048, and by March 31, 1955, $64,668.

Glen P. Warnock, general manager of CBS-affiliated WAIM-TV, showed 1954 revenue of $56,844, and January-March 1955 revenue of $10,808. Network revenue reached a high of $323.24 in February, 1954, Mr. Warnock's report showed, sank to zero by midyear, with 81¢ reported for November 1954, and zero again thereafter. WAIM-TV lost $44,895 in 1954, Mr. Warnock reported, and $7,949 for the first quarter of this year.



a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes *(147,000 TV homes)*

118,000 UNDUPLICATED WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

WTHI-TV

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HARRIMAN SIGNS N. Y. LIBEL BILL

NEW YORK STATE broadcasters now are shielded from damages resulting from defamatory remarks made over their stations during political broadcasts by qualified political candidates.

A bill affording stations such immunity, passed by the state legislature in late March, was signed April 23 by Gov. Averell Harriman.

The new law, which became effective with the signing, frees station operators and their employes from liability for any defamatory statement by any legally qualified political candidate whose broadcast remarks may not (under FCC rules) be censored by the stations.

Under the new state law, however, broadcasters before and after each political broadcast must carry an announcement saying the speech is not censorable under FCC regulations and that the remarks do not necessarily reflect the views of the station, its ownership or its management.

The new law accomplishes the first major project of the newly-formed New York State Assn. of Radio & Television Broadcasters which urged adoption of the bill and worked for its passage.

Connecticut Passes Law To Protect Broadcasters

BILL to relieve Connecticut broadcasters from damages in suits resulting from libelous matter broadcast over their facilities was signed into law on April 19 by Gov. Abraham Ribicoff.

The bill was introduced into the Connecticut General Assembly under the sponsorship of the Connecticut Broadcasters Assn., who campaigned for its pasage until it was written into law.

The new statute, which became effective with the signing, is not restricted to broadcasts by candidates of political parties; it is a protection against liability for remarks made by any person not an employe of the station.

The statute reads as follows:

"The owner, licensee or operator of a visual or sound radio broadcasting station or network of stations, or the agents or employes of any such owner, licensee or operator of such a station or network of stations, shall not be liable for any damages for any defamatory statement uttered over the facilities of such station or network by or on behalf of a candidate for public office or by any other person; but this act shall not apply to any such owner, licensee, operator, agent or employe who wilfully, knowingly and with intent to defame, participates in such broadcasts."

GOV. RIBICOFF signs into law the bill which relieves Connecticut broadcasters of damages in libel suits resulting from matter broadcast over their facilities. Witnessing the signing are officers of the Connecticut Broadcasters Assn. L to r: Eric Hatch, WBIS Bristol, director and legislative chairman; William J. O'Brien Jr., WCNX Middletown, director; J. Maxim Ryder, WBRY Waterbury, president.

It's Back On Now

IN last week's story concerning de-intermixture petitions [B•T, April 25], WACH-TV Newport News, Va., was erroneously reported as having ceased operation in September 1954. WACH-TV, on ch. 33, suspended operation in March of last year, resumed in September 1954, and has been operating regularly since then.

Davis Asked by House Unit Where He Got Wiretrap Info

SIDNEY DAVIS, New York attorney who is acting as majority counsel for the Senate Commerce Committee's current investigation of the networks and uhf-vhf problems, last week found himself before a House Judiciary subcommittee, which wanted to know where he got information in New York about wiretapping, a subject the subcommittee has been examining.

Mr. Davis was called to testify Thursday after the House group got curious about a statement in a book authored by U. S. Supreme Court Justice William O. Douglas, who had said New York courts issued orders for 58,000 police wiretaps in 1952. His source, Justice Douglas informed the subcommittee, was Mr. Davis. A Brooklyn district attorney had challenged the figures, saying only 480 wiretap orders were issued over the whole state.

Mr. Davis told the subcommittee Thursday he performed an "investigation" for Justice Douglas in 1952, taking one or two days to question six to 10 "reliable" people—police officials, lawyers and clerks of courts—but he couldn't remember their names.

This brought a comment from Rep. Hugh Scott (R-Pa.) that Mr. Davis either had a poor memory or was not being candid with the congressmen and, thus, might not be qualified to serve on a Senate committee. Chairman Emanuel Celler (D-N. Y.), however, thought this was being a little rough on Mr. Davis who, after all, he said, was not on trial.

Panic Prevention Film

HOW panic can be prevented in time of emergency is dramatically presented in a tv film produced as a public service by the Institute of Life Insurance, in cooperation with the Federal Civil Defense Administration. Previewed Tuesday in Washington, *To Live Tomorrow* includes an introduction by President Eisenhower. It will soon be made available by FCDA for showing on tv or at public meetings. The film runs 13½ minutes, will be available in both 36mm and 16mm. It was produced at Capitol Films Studios in Washington.

PAY-SEE COMMENTS SOAR TO 5,000 MARK

AS THE greatest outpouring of letters to the FCC on a single subject in that agency's 21 years of existence mounted to the 5,000 level, the first full-scale public debate on pay-as-you-see tv before a nationwide audience was scheduled to be seen and heard over CBS-TV yesterday (Sunday) from 5:15 to 6 p.m. EDT.

The CBS debate had this lineup:

For subscription tv: W. Theodore Pierson, Washington attorney, counsel for Zenith; Ralph Bellamy, actor and president of Actor's Equity; Elfred Beck, ch. 23 KCEB (TV) Tulsa (which ceased operating some months ago). At the end of last week, Mr. Beck asked CBS to permit Benedict P. Cottone, Washington attorney for KCEB and former FCC general counsel, to substitute in his place.

Against subscription tv: Victor Sholis, ch. 11 WHAS-TV Louisville; Leon P. Gorman, ch. 5 WABI-TV Bangor, Me., and Sherwood Dodge, Foote, Cone & Belding advertising agency.

On the horizon was a similar presentation of the now-raging controversial pay-tv subject by NBC. The date and participants have not been announced.

The 5,000 missives addressed to the FCC—some via senators and congressmen—are packed in seven, tightly-laced docket volumes. Two of the volumes contain more than 500 postal cards. The letter writers in the last two weeks are heavily in favor of subscription tv.

A predominant proportion of the letters are from the Midwest.

Some are obviously in answer to a request by Zenith to its radio-tv dealers and distributors to "write to the FCC." Others are in the form of pre-printed postal cards, the first heavy influx of which came, oddly enough, from Asheville and Greensboro, N. C.

One form card opposing subscription tv urges a boycott of Zenith products. This discovery prompted Comdr. E. F. McDonald Jr., Zenith president, to write to the Commission advising it of this "vicious and unfair tactic." Mr. McDonald said he would advise the FCC further when he had run down the author of this opposition campaign.

The card, ironically, was addressed to Zenith Radio Corp., Chicago.

Aside from the numerical support it is engendering for subscription tv, Zenith has enlisted the following on its side:

Gene O'Fallon, KFEL-TV Denver; Bernard Jacobsen, KROS Rock Island, Ill.; Wallace Biggs, manager, Wyoming Press Assn.; William Dodge Lewis, former chief editor, John C. Winston Co., Philadelphia; Joseph E. Otis Jr., president, Dodge Manufacturing Corp.; H. J. Higgins, Chicago, salesman, *Collier's Magazine;* Harry Bubeck, program manager, production, Leo Burnett Co., Chicago; Roland E. Fenz, radio-tv director, Kansas State Teachers College; Gloria Swanson, actress; George A. Kuyper, Chicago Symphony orchestra manager; John Reed Kilpatrick, president, Madison Square Garden Corp.; William G. Erickson, midwest advertising manager, *Life Magazine;* Charles C. Radow, Radow Advertising Agency, Columbus, Ohio; Nell C. Moffit, secretary to Roscoe Page, executive vice president, Kraft Foods Co., Chicago; Hans J. Morgenthau, professor of political science, U. of Chicago; Leonard J. Raymond, Dickie-Raymond Advertising, and Frazier E. Nounnan, Allied Public Relations Assoc., Chicago.

Two major allies came into the Zenith camp last week when the National Small Business

Men's Assn. and the Chicago City Council advised the FCC that they favored pay tv.

DeWitt Emery, president of NSBMA, said he was writing to set at rest the idea that small business was against subscription tv. He asked: "What is the FCC waiting for?" The question, he said, is not whether pay tv should be approved, but how soon.

The Chicago City Council resolution expressed the hope that subscription tv would provide additional employment in the Chicago area.

Earlier last week, Mr. Pierson and Marcus Cohn, counsel for the anti-pay-tv Organizations for Free Tv, debated pay-as-you-see tv before a luncheon meeting of the Federal Communications Bar Assn., made up of legal practitioners before the FCC.

Mr. Pierson castigated the NARTB Tv board for its resolution opposing the use of broadcast channels for fee tv [B•T, April 11], emphasized that the pay proposal was to permit broadcasters to charge for some programs, not all, and asked that the idea be allowed to prove itself in the marketplace. If evils show up, Mr. Pierson said, the FCC can move in to correct it. If necessary, Mr. Pierson said, Zenith would accept a limitation of 15 to 20 hours a week for the broadcasting of subscription tv.

Mr. Cohn claimed that the fallacy in the pay tv proponents' position is that it would not supplement existing free tv, but would pre-empt free tv. Mr. Cohn said that in one Zenith promotion piece, it was held out that there might be advertising in the subscription tv program.

Rogers Takes Engineering Post With McConnaughey

APPOINTMENT of onetime broadcaster Christian E. Rogers Jr. as his engineering assistant, effective today (Monday), was announced last week by FCC Chairman George C. McConnaughey. Mr. Rogers has been special assistant to the assistant director for telecommunications of the Office of Defense Mobilization.

MR. ROGERS

In 1947-48, he was assistant director of radio-tv for the Republican National Committee.

Mr. Rogers began his career as engineer-announcer with WJBO Baton Rouge, La., in 1935 and three years later was appointed general manager of KALB Alexandria, La. From 1941-42 he was radio business manager of the AP Radio Div. for Texas, Louisiana and Mississippi.

Mr. Rogers obtained his B.S. degree in physics from Louisiana State U. in 1938 and completed graduate courses in electronics and uhf techniques at Harvard U. and Massachusetts Institute of Technology in 1942-43 while on duty in the Navy. He received his LL.B. from Georgetown U. Law School in 1951.

Entering Navy duty in 1942, he served in both the Pacific and European theatres and rose from lieutenant (j.g.) to commander. After he worked with the Republican National Committee in the 1948 campaign, Mr. Rogers was an electronics consultant in Washington.

Recalled to active service in 1950, he spent two years as assistant head of the Electronics Design Branch of the Navy's Bureau of Aeronautics. In 1952 he joined the Washington law firm of Mechlin, Marshall & Smith as an associate member and in 1954 went to ODM.

NEAR YOU

there's a Graybar Broadcasting Specialist

The Graybar Specialist serving your area knows the problems of AM and TV broadcasting. Consult him for technical assistance in station construction, expansion and selection of equipment. He'll be glad to work with you or your consulting engineers. You'll find his long experience and first hand knowledge of all phases of radio and television invaluable in planning your facilities. Check the listing for his name, location and 'phone.

Graybar can supply over 100,000 electrical items. Complete price and catalog service on any electrical need is always available from a nearby Graybar office. ***Graybar Electric Company, Inc., Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, New York.***

ATLANTA
John Kluttz, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
L. T. England, Main 0600
CLEVELAND
A. C. Schwager, Henderson 2-2500
DALLAS
T. R. Gale, Randolph 6452
DETROIT
E. W. Stone, Townsend 8-5550
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246
LOS ANGELES
R. B. Thompson, Angelus 3-7282
MEMPHIS
E. W. Irby, Memphis 7-7150
MINNEAPOLIS
L. B. Hathaway, Geneva 1621
NEW YORK
R. W. Griffiths, Exeter 2-2000
OMAHA
L. J. O'Connell, Webster 7676
PHILADELPHIA
D. M. Antrim, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Jefferson 1-4700
WASHINGTON, D. C.
D. R. Edge, Executive 3-0022

529-15

Everything Electrical to keep you on the air...

via GraybaR

IN OVER 120 PRINCIPAL CITIES

ABC-TV REVEALS '55-'56 BILLINGS

Network's 'five year plan' shows progress as gross billings for three series total more than gross billings for all of 1953. Thirteen new advertisers added and 14 renewals firm for the fall.

ABC-TV BELIEVES that by next fall it will be near achieving the competitive stature among the ranking tv networks that it has had as a goal since early 1953.

Already, ABC-TV has made strides in billings for the 1955-56 season, or the third year in the original "five year plan" upon which the network embarked upon merger with United Paramount in February 1953.

ABC-TV in three program series alone, *Mickey Mouse Club, Disneyland* and *Warner Bros. Presents,* has business on the books representing more than $21 million gross billings. This is more than the total ABC-TV gross billings in 1953 [B•T, April 25].

The network as of this week has signed at least 13 new advertisers to its next season's roster and expects even more to come into the fold. In addition it has 14 fall renewals.

In anticipation of building its program structure along the lines of diversification, the network announced Wednesday that Bishop Fulton J. Sheen's highly-rated *Life Is Worth Living* program would shift from DuMont to ABC-TV next October (see story this page).

Network officials are certain that ABC-TV has made the progress it has in the past two years because of new programs. They cite an investment of some $70 million in program and talent commitments. Program commitments of $35 million have been made with Walt Disney Enterprises alone.

ABC-TV also can show an increase in station clearances which, it was understood, have boosted the average network program's coverage.

According to Publishers Information Bureau figures ABC-TV gross time billings, which were at the $18 million level in 1952, jumped 64% in 1953 to a little over $21 million and by last year topped $34.7 million, or an increase over the preceding year of about 41%.

Profit Almost Doubled

The financial evidence also has been accruing at the parent company's offices for the past few months. Estimated net operating profit of American Broadcasting-Paramount Theatres Inc. for the first quarter of this year almost doubled the same quarter of last year—from $1,039,000 to $1,917,000, according to AB-PT [B•T, April 25].

Among the new advertisers are Monsanto Chemical Co., Pharmaceutical Inc., Sheaffer Pen, Liggett & Myers, General Electric and the eight advertisers that have signed up for the *Mickey Mouse Club,* which begins in the fall.

Monsanto Chemical, General Electric and Liggett & Myers will share sponsorship of the *Warner Bros. Presents* series on Tuesdays. Pharmaceutical Inc. replaces Remington Rand as co-sponsor for *Masquerade Party* along with Esquire Boot Polish which has renewed, in a new time period, Saturday, 9-10 p.m. *Ozark Jubilee* in turn will move up from its present period, 9-10 p.m., to 8-9 p.m. on Saturdays. Agency for Pharmaceutical is Edward Kletter Assoc. Emil Mogul Inc. services Esquire Boot Polish.

Sheaffer Pen will co-sponsor *Penny to a Million,* Wednesdays, 9:30-10 p.m., along with Brown & Williamson Tobacco Corp. (Raleigh cigarettes), which has renewed the show for next season, effective May 4. The program succeeds *Who Said That?* Sheaffer Pen is handled by Russel M. Seeds, Chicago, and Brown & Williamson's agency is Ted Bates Inc.

The eight advertisers signed for the *Mickey Mouse Club* which reportedly will share a cost of $20 million for the five-days-a-week hour-long strip, 5-6 p.m., are: American Dairy Assn., Carnation Co., Mars Inc., Welch Grape Juice Co., General Mills, Campbell Soup Co., Bristol-Myers and Armour & Co. In addition, the station identifications before the program are understood to be signed for 52-week firm contracts.

The network, in addition to Brown & Williamson, already has lined up the following renewals: Nabisco, General Mills, Sterling Drug, Dodge, Tidewater Oil Assn., Miles Labs, American Dairy Assn., Derby Foods, American Motors and Elgin.

National Biscuit Co. (Nabisco), which has been entertaining other network offers for its *Rin Tin Tin* series, has decided to renew on ABC-TV, Fridays, 7:30-8 p.m. Kenyon & Eckhardt, New York, is the agency.

General Mills Sticks

General Mills also had been offered other network periods for its *Lone Ranger,* Thursdays, 7:30-8 p.m., but has decided to remain with ABC-TV. Sterling Drug has renewed *The Vise,* Fridays, 9:30-10:30 p.m.

Dodge Cars, Detroit, through Grant Adv., New York and Chicago, is said to be spending more than $5 million for time and talent with its renewal of *The Danny Thomas Show,* Tuesdays, 9-9:30 p.m. The advertiser will sponsor Lawrence Welk and his orchestra during the summer season in the same period.

Tidewater Oil Assn. and Miles Labs will sponsor *John Daly and the News* five times weekly, 7:15-30 p.m. American Dairy Assn., Derby Foods and American Motors all have renewed sponsorship of *Disneyland,* Wednesdays, 7:30-8:30 p.m., for the next season.

Elgin Watch Co. is about to renew its alternate week sponsorship of *Elgin Hour,* Tuesdays, 9:30-10:30 p.m.

'Life Is Worth Living' Moves to ABC Radio, Tv

BISHOP Fulton J. Sheen's *Life Is Worth Living* will begin on ABC Radio and ABC-TV in October, it was announced last week. On ABC-TV, the program probably will be in the Thursday, 8-8:30 p.m. period, following *The Lone Ranger.* The show ended on DuMont last Tuesday.

Details of the switch from DuMnot to ABC were disclosed at a news conference held Wednesday in New York by ABC President Robert E. Kintner.

Admiral Corp., holder of first option on the program and the program's sponsor on DuMont, is being offered full sponsorship by ABC.

In Chicago a spokesman for Admiral said the set manufacturer is continuing negotiations, through its agency, Erwin, Wasey & Co., for the Bishop Sheen series this fall. Discussions have been underway for some time, he noted, adding that Admiral is "definitely interested" in resuming sponsorship of *Life Is Worth Living.*

Admiral has sponsored the program for the past three seasons, picking it up in 1952, a year after it started on the DuMont Tv Network. Admiral additionally sponsored a radio series on MBS during the 1953-54 season.

BISHOP Fulton J. Sheen's new series next fall over ABC Radio and Television is discussed by the prelate with Robert E. Kintner (l), ABC president, and Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc.

Reportedly Admiral Corp. contributed about $416,000 to charity for the Bishop's appearance for 26 weeks on DuMont. This does not include payment for time. Mr. Kintner and Sol A. Rosenblatt, attorney representing the society, told the conference that ABC's payment term of the charity for the Bishop Sheen program was "substantial." Mr. Rosenblatt said the program was changing networks because financial arrangements were larger and coverage better.

Mr. Kintner said the program will be offered on the basis of 117 tv stations, most of them live. The program will be on for 39 weeks in the season (compared to 26 on DuMont) with 26 live and 13 filmed repeats.

Mr. Kintner, who did not divulge contract terms, noted that the contract was on a long-term basis.

COTT APPOINTED TO DUMONT POST

APPOINTMENT of Ted Cott to the broadcasting division of the Allen B. DuMont Labs as general manager of DuMont's two owned and operated stations—WABD (TV) New York and WTTG (TV) Washington — was announced last week by Ted Bergmann, division director [CLOSED CIRCUIT, April 25].

MR. COTT

Mr. Cott resigned March 1 as vice president of NBC and operating head of its radio network [AT DEADLINE, Feb. 28]. He joined NBC in March 1950 as general manager of NBC-owned WNBC-AM-FM and WNBT (TV) both New York (now WRCA-AM-FM-TV New York). He was elected a vice president in March 1952 and was appointed operating vice president of the radio network in July 1953.

From 1942 until 1950 Mr. Cott was vice president in charge of operations and programs of WNEW New York. He began his broadcasting career as chief announcer and dramatic director of New York City-owned WNYC.

MBS SET TO UNVEIL SHOW, SALES IDEAS

Final programming concepts not yet fully resolved, but plans are that more flexible schedule will be announced during affiliates meeting at NARTB convention.

MBS PLANS to unveil a "different concept" in its radio operation, stressing changes in programming as well as sales policy, at a meeting of its affiliates during the NARTB convention in Washington.

Robert Monroe, newly-appointed vice president in charge of programming of MBS and WOR New York [B•T, April 25], currently is working out the new program.

While details have not been divulged, the new "concept" is said to encompass:

- More active participation by affiliates in the network's programming.
- A program pattern that will permit the network to "handle any advertiser."
- Programming in segments that will permit the network and stations greater flexibility.

Questioned about the new project, Mr. Monroe said that "quite a number of methods and concepts" are involved in the contemplated changes. As yet, however, a final programming structure has not been resolved.

Involved also are such related problems as advertiser and station acceptance. Of the former, Mr. Monroe said that the network has had "some expression of interest" from advertisers. As for stations, Mr. Monroe felt that the new concept will be "attractive enough" to affiliates and that relationships with the network will be "improved" from both the network and station viewpoints.

Mr. Monroe succeeded B. J. Hauser, who assumed supervision of MBS' Development Div. He joined Mutual and WOR after having served as president of his own firm, Robert Monroe Productions, where he created several network radio and television properties, including *Nightmare, Story Time* and *Take a Number*. His experience in radio production spreads over a 20-year span.

Programs, Talent Assembled By NBC Radio for 'Monitor'

PROGRAM plans and talent for NBC Radio's *Monitor*, the new weekend service the network will introduce June 12, were being assembled last week.

By Thursday, NBC Radio over a period of a week had announced that Dave Garroway, *Today*; Jane and Goodman Ace (formerly a radio team on *Easy Aces*), and Red Barber, sportscaster, have been selected as "communicators"—each to preside over four-hour segments.

The comedy team of Bob and Ray (Bob Elliott and Ray Goulding) will serve as "critics-at-large." The team formerly was on NBC from 1951 to 1954 and currently appears weekdays on WINS New York.

NBC Radio also announced that one of the programs that will be heard on *Monitor* is *New World*. It will have a flexible format and variety of theme, and will be produced in cooperation with the U. of Chicago, replacing that institution's *Roundtable*. The program will occupy one of the largest blocks on *Monitor*.

Jolliffe to CBS Radio

RICHARD W. JOLLIFFE joins CBS Radio's network sales department, effective today (Monday), Dudley Faust, CBS Radio network sales manager, announced last week. Mr. Jolliffe's assignment is contacting agencies and clients in the Los Angeles area, as well as serving as an account executive. He was assistant general sales manager for KNX Los Angeles and the Columbia Pacific Radio Network since last October. He joined that department last May after having served as Pacific Coast sales service manager for CBS Radio and CPRN.

WSAZ Joins NBC Radio

AFFILIATION with NBC Radio, effective May 1, was announced last week by WSAZ Huntington, W. Va.

KRNT-TV Signs With CBS

KRNT-TV Des Moines will join CBS-TV as a basic, interconnected affiliate, effective Aug. 1, it was announced last week by Herbert V. Akerburg, CBS-TV vice president in charge of station relations.

To err is human, but...

Everybody makes mistakes at one time or another, of course. But there's one mistake that's easily avoided—the mistake of using the word 'Vaseline' alone.

'Vaseline' is *not* a synonym for petroleum jelly, but is the *brand* identifying an entire line of products.

So whenever you use the word 'Vaseline,' please put it together with the specific product it designates, such as 'Vaseline' Petroleum Jelly . . . 'Vaseline' Hair Tonic . . . 'Vaseline' Lip-Ice Pomade. Thanks a lot!

CHESEBROUGH MANUFACTURING CO., CONS'D

for maximum coverage, superb performance over the entire market area...

**Cedar Rapids Iowa*

DU MONT®

TELEVISION TRANSMITTER DEPT., ALLEN B. DU MONT LABORATORIES INC., CLIFTON, N. J.

Keys New Sales Head Of WMAQ-WNBQ (TV)

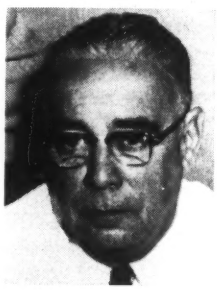
PROMOTION of John M. Keys from manager of advertising, promotion and merchandising to sales director of WMAQ-WNBQ (TV) Chicago was announced Friday by Jules Herbeveaux, general manager of the NBC o&o outlets.

Mr. Keys, a veteran of the NBC Chicago staff for 16 years, succeeds Charles Dresser, who moves over to network tv sales as account executive, it was simultaneously announced by Edward Hitz, vice president in charge of tv network sales for NBC Central Div.

Both appointments are effective immediately. No successor was announced for Mr. Keys.

Puerto Rico Tv Festival Attended by Americans

REPRESENTATIVES of American advertising agencies, television and export trade publications last Friday were scheduled to fly to Puerto Rico to attend the three-day Puerto Rican Tv Festival, April 29 through May 1, sponsored by WAPA-TV San Juan. Jose Ramon Quinones, president of WAPA-TV, said the festival marked the completion of the station's expansion program which includes new buildings, new studios, offices and transmitter tower.



MR. QUINONES

The station is the Puerto Rican affiliate of ABC-TV, NBC-TV and DuMont. A. M. Martinez, executive vice president of Caribbean Networks Inc., which represents WAPA-TV in New York, said more than 75,000 homes in Puerto Rico have tv sets. Approximately 6,300 new sets are purchased each month, he said.

The U. S. group includes: Richard W. Battan, vice president of Robert Otto & Co.; Arthur L. Grimes, associate director of McCann-Erickson Inc.; Daniel C. Kaufherr, vice president of Irwin Vladimir & Co.; Robert F. Kendall, vice president of Gotham Adv. Service; Paul R. Kruming, president of National Export Adv. Service; Joseph L. Palmer, president of Foreign Advertising & Service Bureau; Harold E. Weinholtz, international division of Young & Rubicam, and Shirley F. Woodell, vice president of J. Walter Thompson Co.

Harry Weaver Buys WHAN; Sinyard Purchases WSTN

SALES of WHAN Charleston, S. C., and WSTN St. Augustine, Fla., were reported last week, subject to FCC approval.

WHAN was sold for $49,500 by Charleston Broadcasting Co. to Harry C. Weaver, associated in the ownership of WGAP Maryville and WOKE Oak Ridge, both Tennessee.

WSTN was sold for $38,950 by St. Augustine Broadcasting Co. to James D. Sinyard, part owner of WATH Athens, Ohio. Mr. Sinyard reportedly plans to dispose of his interest in WATH when the sale is consummated.

Both transactions were handled by Paul H. Chapman, station broker, Atlanta.

PURCHASE of WMAK Nashville, Tenn., from Frank W. Mayborn and Frank M. Farris by Howard D. Steere, Emil J. Popke Jr. and J. D. Berkey, is agreed to by the principals following FCC approval of the transfer. L to r: seated, Mr. Steere, president of Steere Broadcastng Corp. (WKMI Kalamazoo, Mich.) and new president of Volunteer State Broadcasting (WMAK); Mr. Mayborn, ex-president and former majority stockholder of Volunteer; standing, L. Watkins, attorney for Mr. Mayborn and former Volunteer secretary; Mr. Popke, new vice president and general manager; Mr. Berkey, new secretary-treasurer, and Mr. Farris, former co-owner.

KGLM Sold for $30,000

SALE of daytimer KGLM Chehalis, Wash. (1 kw on 1420 kc) by Glenn McCormick and associates to Donald F. Whitman, *Centralia* (Wash.) *Daily Chronicle* and Harold Singleton for $30,000 was announced last week. Mr. Whitman, 61% owner, will manage the station. The newspaper will own 25% and Mr. Singleton, 14%. Mr. Whitman is from Oswego, Ore., and Mr. Singleton is a Chehalis businessman. Mr. McCormick also owns KSLM-AM-TV Salem, Ore. Transaction was handled by Blackburn-Hamilton, station brokers.

Dunlap to WTAO-AM-TV

WALLIE DUNLAP, vice president in charge of programming and director of television operations of WICC-TV Bridgeport, Conn., has resigned to accept the post of general manager of WTAO-AM-TV Cambridge, Mass. His resignation is effective May 14. Prior to joining the Bridgeport Broadcasting Co. and WICC-TV in 1947, Mr. Dunlap was associated with WOR New York.

WCAU-TV Boosts Rates

GENERAL increase in rates, effective May 1, was announced last week by WCAU-TV Philadelphia. The new rates, amounting to a 25% increase in Class AA time, is reported to be consistent with the growth of television in the Philadelphia area.

The basic hourly rate in Class AA time is $3,000; half-hour rate, $1,800, and an announcement, $600. Class A hour is $2,000; half-hour, $1,200, and announcement, $400.

Blair-Tv Appoints Hemm

APPOINTMENT of Robert A. Hemm as an account executive in the New York office of Blair-Tv, national television station representatives, was announced last week by William H. Weldon, Blair-Tv president.

For the past two years, Mr. Hemm has been with A. H. Kuch, New York, publishers' representative for the *Detroit News* and Booth Newspapers.

Heywood to Promotion Post With CBS Radio Spot Sales

ELEVATION of Fred Heywood, formerly director of sales promotion and merchandising for CBS-owned KMOX St. Louis, to manager of sales promotion for CBS Radio Spot Sales was announced last week by Henry R. Flynn, general sales manager of the unit. Mr. Heywood succeeds Sherril W. Taylor, who recently was named co-director of sales promotion and advertising for CBS Radio [B•T, April 25].

WTCN-AM-TV Names Katz

APPOINTMENT of the Katz Agency Inc., New York, as national representative for WTCN-AM-TV Minneapolis-St. Paul was announced last week by the stations. The outlets are owned by Consolidated Tv & Radio Broadcasters Inc., which recently purchased them along with WMIN-TV Minneapolis. WTCN-TV and WMIN-TV, which formerly shared time on ch. 11, are now a fulltime operation as WTCN-TV. Miller C. Robertson, previously assistant general manager of WTCN-TV, is now general manager for both radio and tv.

STATION PEOPLE

Art Stober, director, WFIL-TV Philadelphia, appointed operations manager, WITV (TV) Fort Lauderdale, Fla.

MR. STOBER

Robert W. Sparks, first vice president, Bowery Savings Bank, N. Y., named director and vice president, Queen City Broadcasting Co. (KIRO Seattle, ch. 7 initial decision there.)

Vic O'Brien appointed commercial manager, WISR Butler, Pa.

James Canavan appointed promotion director, WJAR-TV Providence, R. I.

MANUFACTURING

STROMBERG-CARLSON, GEN. DYNAMICS MERGE

No changes in management are contemplated. Stromberg-Carlson will function as a division of General Dynamics

MERGER of Stromberg-Carlson Co., Rochester, N. Y., with General Dynamics Corp., New York, was voted by the members of both boards of directors last Monday. The merger is subject to the approval of the stockholders of both corporations, who will vote on the decision on June 28, according to John Jay Hopkins, chairman of the board and president of General Dynamics.

Mr. Hopkins said that holders of common stock of Stromberg-Carlson would receive one share of General Dynamics stock for each share of Stromberg-Carlson.

In addition to manufacturing communications and electronic equipment, Stromberg-Carlson also is licensee of WHAM-AM-TV and WHFM (FM) Rochester. Transfer of licenses of the stations would be subject to FCC approval.

No changes in management of either corporation are contemplated as a result of the merger, Mr. Hopkins said. Stromberg-Carlson will retain its name. It will, however, operate within General Dynamics as the Stromberg-Carlson Div. Robert C. Tait, Stromberg-Carlson president, will continue in that capacity and also will become a senior vice president of General Dynamics, which makes submarines, electric motors, generators and aircraft. General Dynamics, with three divisions and a Canadian subsidiary, employs approximately 55,000 people. About 5,200 persons are employed by Stromberg-Carlson at its three Rochester plants.

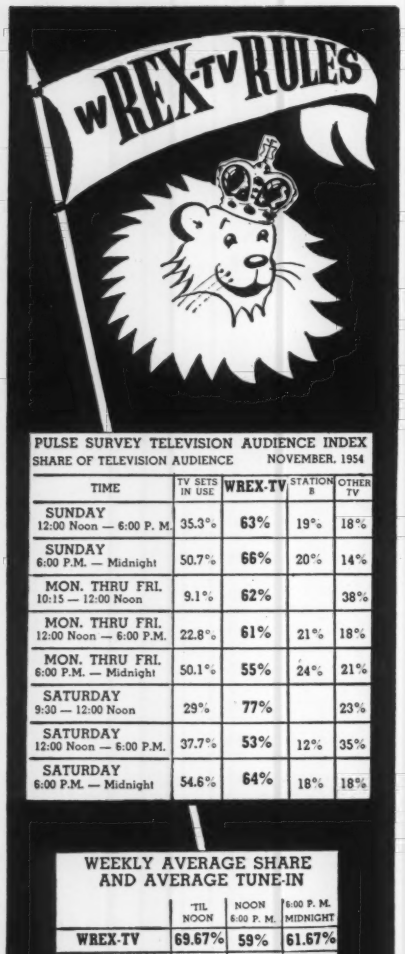
In the merger agreement the preferred stock of Stromberg-Carlson will be called for redemption prior to the merger. Shares of preferred stock are convertible into 1.4 shares of common stock of Stromberg-Carlson and common stock received on conversion would receive shares of common stock of Dynamics share for share.

Following the merger, Mr. Hopkins said that "Stromberg-Carlson's civilian commercial business, particularly its telephone, radio-television and sound equipment production would constitute a sound source of diversification for Dynamics." Mr. Tait said the merger would mean an expansion in the Stromberg-Carlson operation. New electronic and communications products for civilian and government use will be developed and manufactured in the company's Rochester plants, he said.

Westinghouse Sales Down $40 Million in Quarter

WESTINGHOUSE Electric Corp. reported last week that sales billed for the first quarter of 1955 declined to $367,705,000 from $406,537,000 in the corresponding period of 1954. Net income for the 1955 quarter was $12,782,000, equal to $.75 per common share, compared with $26,286,000, equal to $1.61 a share last year.

Gwilym A. Price, Westinghouse president, explained the decline in sales and net income by saying that backlogs for apparatus and industrial equipment began to fall in 1953 and continued to fall through most of 1954. He added that the trend of declining orders was reversed late in 1954 and early 1955, and said it is expected that sales billed in 1955 will approach the 1954 record high, although earnings "likely will be somewhat lower."



PULSE SURVEY TELEVISION AUDIENCE INDEX
SHARE OF TELEVISION AUDIENCE NOVEMBER, 1954

TIME	TV SETS IN USE	WREX-TV	STATION B	OTHER TV
SUNDAY 12:00 Noon — 6:00 P. M.	35.3%	63%	19%	18%
SUNDAY 6:00 P.M. — Midnight	50.7%	66%	20%	14%
MON. THRU FRI. 10:15 — 12:00 Noon	9.1%	62%		38%
MON. THRU FRI. 12:00 Noon — 6:00 P.M.	22.8%	61%	21%	18%
MON. THRU FRI. 6:00 P.M. — Midnight	50.1%	55%	24%	21%
SATURDAY 9:30 — 12:00 Noon	29%	77%		23%
SATURDAY 12:00 Noon — 6:00 P.M.	37.7%	53%	12%	35%
SATURDAY 6:00 P.M. — Midnight	54.6%	64%	18%	18%

WEEKLY AVERAGE SHARE AND AVERAGE TUNE-IN

	TIL NOON	NOON 6:00 P. M.	6:00 P. M. MIDNIGHT
WREX-TV	69.67%	59%	61.67%
STATION B	0	17.3%	20.67%
ALL OTHER TV	30.3%	23.3%	17.67%
AVERAGE ½ HOUR HOMES USING TV	14.5%	27.13%	51.59%

"REX" rules supreme in this rich industrial and agricultural area. "REX" channels only the best CBS and ABC network shows to his well over 1,000,000 subjects.

WREX-TV
"FIT FOR A KING"
ROCKFORD ILLINOIS
CHANNEL 13
J. M. BAISCH, General Mgr.
Represented by H-R TELEVISION, INC.

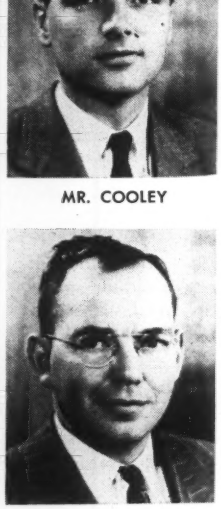
Chromatic Vice Presidents: Cooley, Dressler, Patterson

ELECTION of A. Crawford Cooley, Robert Dressler and Howard R. Patterson as vice presidents of Chromatic Television Labs Inc. was announced last week by Richard Hodgson, president.

Chromatic, a 50%-owned affiliate of Paramount Pictures Corp., is a research and development organization whose main commercial program is the development of the "Lawrence Tube," a single-gun color tv picture tube. Chromatic reportedly is developing a color set that could retail at less than $500 [B•T, April 11].

MR. COOLEY

MR. DRESSLER


MR. PATTERSON

The three newly-elected vice presidents continue to serve in the capacities each has held for several years. Mr. Dressler continues as director of research and development, East Coast Development Lab, New York; Mr. Patterson as general manager of the West Coast Development Lab, Emeryville, Calif., and Mr. Cooley as business manager of the west coast operation.

Sylvania Sales, Income Increase in First Quarter

SYLVANIA Electric Products Inc.'s net income for this year's first quarter shot to new highs. Total of $3,247,655 for the quarter—higher than any previous first quarter and second highest for any quarter in Sylvania's history—was 53% above the like period of 1954.

Also reported by Don G. Mitchell, Sylvania's board chairman and president, at a shareowners' annual meeting last week: Sales for the first quarter hit $73,979,627, 10% higher than the corresponding period last year and Sylvania's second highest first quarter in sales.

Multiplexing Equipment Announced by Halstead

DELIVERY of multiplex equipment for fm stations by mid-summer was announced last week by Gordon B. Halstead, general manager of Multiplex Services Corp., 25 Vanderbilt Ave., New York 17, with orders for delivery to be taken by the firm at its demonstration exhibit at the NARTB convention in Washington May 22-26.

Mr. Halstead told B•T that Gates Radio Co., Quincy, Ill., will manufacture the transmitter components for multiplex broadcasting while receiver units and adaptors will be produced by Browning Labs Inc., Winchester, Mass. Mr. Halstead pointed out that his firm will have available at the NARTB convention full information on the economic possibilities of multiplex and functional music fm operation, as well as the technical aspects. Multiplex Services will provide technicians for installation of its station equipment, he said, and also will train Gates engineers for this work.

The basic station equipment will provide for the principal broadcast program plus one sub-carrier multiplex program, Mr. Halstead explained, with provisions for later addition of a second sub-carrier multiplex service. He predicted broad new income potentials for fm stations through multiplex services newly authorized by FCC [B•T, March 28].

Mr. Halstead is the brother of William S. Halstead, president of Multiplex Services, who was among the original petitioners to FCC in 1950 seeking approval of the new system of fm broadcasting.

Losses Overcome Profits For DuMont's First Quarter

ALLEN B. DUMONT Labs announced last week that the company showed a net loss of $27,000 for the first quarter of this year because broadcasting losses exceeded manufacturing profits of $700,000.

DuMont said that "loss-elimination action, which is scheduled to be fully effective before the end of the year, produced savings of $228,000 during the first 12 weeks of 1955 over the same period last year for the DuMont Television Network."

A spokesman said this was a reference to a reduction in all network costs during the period, consisting mainly of cuts in personnel and elimination of certain programming. He added that the allusion to further savings meant cost reductions to be achieved through the use of the new Electronicam system developed by DuMont, under which time costs would be largely eliminated through reliance on filmed programming [B•T, April 18].

The company's first quarter statement showed that sales amounted to $15,989,000 as against $19,770,000 for the 1954 period. Net loss was $27,000 as compared with a net profit of $508,000 for the corresponding quarter last year.

Bell Announces New Recorder, Stepped-up Tape Production

A NEW LINE of products, headed by a new high-fidelity tape recorder has been announced by Bell Sound Systems, Columbus, Ohio, subsidiary of Thompson Products Inc. of Cleveland.

The newly-designed hi-fi tape recorder features three-speed control and is designated RT-75. Other features, according to Bell, are: simplified control system and automatic equalization from one speed to another; large-sized speaker, 6 in. x 9 in. oval; fast rewind mechanism (70 seconds for a seven-inch reel—1,200 ft.) and fast forward (90 seconds), and a safety interlock device which prevents accidental erasure.

Within six months a major part of Bell's effort will be devoted to tape devices, the company said.

Color Tv Concept Debunked by Baker

DR. W. R. G. BAKER, vice president and general manager of the General Electric Co.'s Electronic Div., last week disputed an industry belief that a color tv receiver priced at $500 is the key to the mass market for color. He also said it will be three years before a million color sets are sold annually.

Dr. Baker said in a talk before the Massachusetts Institute of Technology Club in New York, that he had two reasons for challenging this "widely-accepted figure": (1) the mass market is not one market but has levels of price classes each of which can be penetrated only by a certain price level, and (2) these price levels will change as the color market penetrates into the lower income groups and eventually the premium that buyers will be willing to pay for color will decrease.

On this basis, Dr. Baker asserted, sales in volume of more than one-half million sets a year will not be reached until 1957 and the rate of one million or more color sets a year will not be attained until 1958. He said that if there is sufficient color programming on the air at that time, color set sales may be in excess of five million a year in 1960 and thereafter.

Dr. Baker, who headed the National Television System Committee, which proposed the technical standards for color tv, stressed that his market forecast was based on as yet unsolved technological problems. He listed the principal one as the color tv tube.

"We still do not have a color tube that, together with necessary associated circuitry, can be produced in quantity for a color tv receiver to be marketed at a price the consumer is willing to pay," Dr. Baker said.

"The only color tube available on the market today, the shadow mask tube, has two elements in its favor: it works and is available at a price. Its cost and the difficulty in mass producing it are distinct disadvantages."

Dr. Baker declared that he recognizes the existence of a "class" market that is comprised of those who want to be the first to have something new and are willing to pay almost any price. He feels that this "class" market can be reached if and when a set can be marketed at a premium of about 40% above the price of the highest-priced monochrome receiver. This, he said, would provide a color set averaging about $600 list price. He claimed that a tube costing $100 "could just begin to open up this 'class' market."

Dr. Baker expressed "complete optimism" with respect to the future of monochrome television. The market for black-and-white tv, he said, appears favorable for the next 10 years and should not drop off to the point where it would place the industry in a hardship position.

The two factors cited by Dr. Baker as contributing to the future stability of black-and-white tv are "the ever-increasing replacement market" and the increasing number of households with two tv sets.

Muntz Seeks Reorganization

MUNTZ Tv Inc., Chicago tv set manufacturing firm which has been operating under trusteeship since last summer, has submitted reorganization papers to the Federal District Court in Chicago. The papers cover Muntz Tv and two subsidiaries. Creditors and federal and state governments would receive payments for debts under the proposed plan. Creditors are claiming about $4 million in payments and the governments over $1.6 million, it was reported. Muntz went into bankruptcy in March 1954.

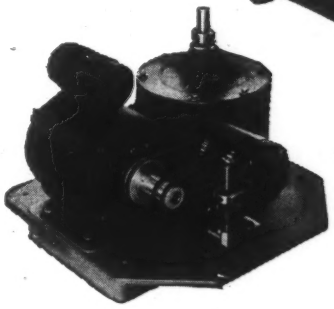
All 3-Speeds without Adapters

FAIRCHILD

530 Direct-Drive **TRANSCRIPTION TABLE**

With the Fairchild 530 Transcription Table, accurate playback speeds, *including 45 rpm,* are guaranteed by *direct-drive.* This eliminates inefficient "adapters" and insures day-by-day reliability.

Just a flick of the switch, even when the motor is running, and you can perform all record and transcription reproduction at one table. And, to complete the picture, Fairchild 202 viscous damped 3-way arm allows your choice of stylus size and lateral or vertical reproduction.



CONVERT

Out-moded Equipment

The drive used in the Fairchild 530 is also available in kit form for easy conversion of your present system to 3-speed operation. Fairchild 530 is especially effective in converting RCA 70 Series tables.

WRITE FOR ADDITIONAL INFORMATION TODAY!

FAIRCHILD RECORDING EQUIPMENT

TENTH AVENUE, WHITESTONE, N. Y.

*PULSE proves BILL PIERCE your BEST BUY...

...IN THE SCRANTON MARKET!

From 6:00 to 9:00 A.M. (12 Quarter Hours)...BILL PIERCE

- Beats Network Station A Nine Times, Ties Twice For First, Is Second Once!
- Beats Network Station B Twelve Times!
- Beats Indie Station B Twelve Times!
- Beats Network Station C Twelve Times!
- Beats All Other Stations Combined Twelve Times!
- Beats Indie Station A Twelve Times!

BILL PIERCE...SCRANTON'S TOP SALESMAN FOR 25 YEARS

...Ask Meeker...

WQAN

SCRANTON, PA.

*November 1954

Zenith Elects Wright To Vice Presidency

JOSEPH S. WRIGHT, general counsel and director of Zenith Radio Corp., has been elected a vice president of the company, it was reported last week.

Mr. Wright, who has been active on such projects as Zenith's Phonevision and the antitrust patent suit involving RCA, joined the firm in May 1952 as assistant general counsel. He was named general counsel in October 1953 and elected to the board in April 1954. Previously he served as assistant clerk to the Senate Interstate & Foreign Commerce Committee and secretary to former Sen. Burton K. Wheeler from 1933 to 1936 and attorney for the Federal Trade Commission from 1936 to 1952, with three years out for war service.

First-Quarter Profits Of Zenith Up Over '54

NET consolidated profits of $2,074,960 and consolidated sales of $40,371,812 for the first quarter of 1955 ended March 31 were reported by Zenith Radio Corp. last Tuesday for itself and subsidiaries.

The profit figure, which represents $4.21 per share, compares with $827,521 for the similar three-month period last year. Sales were up over $29,335,190 for the 1954 quarter.

E. F. McDonald Jr., Zenith president, reported unit sales of tv receivers were the highest of any first quarter in Zenith's history.

Camera Vision, DuMont Meet On Camera System Similarities

DISCUSSIONS between legal representatives of Camera Vision Productions Inc., Hollywood, and DuMont Laboratories currently are in progress in New York on the Hollywood firm's allegation that the DuMont Electronicam camera system is similar to Camera Vision system unveiled two weeks ago [B•T, April 25].

A Camera Vision spokesman told B•T that New York attorney Ferdinand Pecora is representing the western firm in talks.

Meanwhile, in Hollywood, Camera Vision co-owner Arthur S. Lyons produced a document dated March 27, 1952, bearing signatures of H. E. Taylor and Robert Kessler, DuMont representatives, which was said to support Camera Vision allegations. According to Mr. Lyons, the document, which was approved by DuMont attorneys before Messrs. Taylor and Kessler were permitted to sign, gives the two permission to view Camera Vision developments to determine possible sales representation and/or manufacture of the equipment.

Also, Camera Vision announced production started last week on two additional tv-and-motion picture film camera units at Aremac Assoc., Pasadena, with completion scheduled for mid-July. System employs a standard 35mm Mitchell film camera, calibrated and mounted side-by-side with an electronic camera.

Low-Power Tv Equipment Put on Market by Adler

ADLER Communication Labs, New Rochelle, N. Y., is offering a complete, low power vhf tv station for $27,155. The same station on uhf is offered for $32,500. This is Adler's Type C package.

The station includes a 150-w transmitter, 100-ft. tower erected, receiving antenna for off-air pickups, transmitting antenna, transmission lines, off-air receiver, monitoring and test equipment, at $15,655 for vhf and $21,000 for uhf; plus local origination equipment for film, slides and live (including two cameras) for $11,500.

Adler also is offering Type A, on-channel, satellite booster equipment for $12,500 for a 20 w, and $17,500 for a 150 w uhf outlet, including transmitter, 100-ft. tower erected, receiving-transmitting antennas, transmission lines and test equipment. It has Type B, off-channel, satellite booster for $13,500 for 20 w, $18,500 for 150 w uhf and $15,000 for a 150 w vhf outlet, including similar gear.

A figure of $1,000 is included for installation in the Types A and B, $1,500 in the Type C, prices.

Adler has been operating an experimental, low power transmitter on ch. 25 at its New Rochelle headquarters since early 1954. It also established a ch. 53 experimental, on-channel, satellite transmitter at Waterbury, Conn., broadcasting WATR-TV Waterbury programs for shadow fill-in in July 1954.

MANUFACTURING PEOPLE

David H. Cogan, director, Victoreen Instrument Co. (color tv high voltage regulators), Cleveland, elected chairman of board.

Harold J. Schulman, product service director, CBS-Columbia, Long Island City, N. Y., appointed assistant to president, succeeding **Henry Hinz,** resigned to form Henry Hinz Assoc., electronics industry design engineering consultants.

MR. SCHULMAN

Paul M. Kuefler, former general manager, American Microphone Co., Pasadena, Calif., to Cornell-Dubilier Electric Corp. (radio-tv component equipment, antennas), South Plainfield, N. J., as general manager, new west coast div., Venice, Calif.

N. J. Frizen, formerly plant manager, Hanovia Chemical & Mfg. Co., Newark, N. J., appointed works manager, Prodelin Inc. (tv and microwave equipment), Kearny, N. J.

Clarence C. Dixon appointed to newly-created position, southeast district sales manager, Hoffman Radio Div., Hoffman Electronics Corp., L. A., headquartering in Dunedin, Fla., servicing Florida, Georgia and Alabama.

William T. Higgins to market development dept., Zenith Radio Corp., Chicago.

MANUFACTURING SHORTS

New Jersey Electronics Corp., Kenilworth, N. J., has developed and placed on market new power supply unit S-100-R, designed for use in low and medium power rack assemblies of equipment such as tv, radar and audio frequency amplifiers.

Setchell-Carlson Inc., New Brighton, Minn., has developed full-power 17-in. portable tv receiver weighing less than 40 pounds, specifically designed to provide mobility to televiewing, according to company.

Transmitting Equipment

TRANSMITTER SHIPMENTS

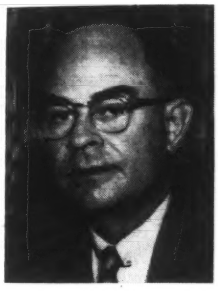
Station	Power	Band	Use
RCA			
KFMB-TV San Diego, Calif.	25 kw	tv (ch. 8)	----

Missouri U. Award To KLZ's Hugh Terry

HUGH B. TERRY, president and general manager of KLZ-AM-TV Denver, Colo., has been named the winner of the 26th annual Honor Award for Distinguished Service in Journalism by the U. of Missouri, becoming the first radio-tv station manager to win the honor since the award's inauguration in 1930, which coincidentally is the same year Mr. Terry was graduated from Missouri U.

Mr. Terry will accept the award today (Monday) during the university's annual Journalism Week.

The citation to Mr. Terry, as announced by Dr. Earl F. English, dean of Missouri U. School of Journalism, commended his "high professional and civic ideals; matchless record of community leadership; outstanding success as a radio-tv station manager, and tireless devotion to overall betterment of the broadcasting industry."



MR. TERRY

Previous winners of the Honor Medal include Elmer Davis, ABC commentator; Clifton Utley, NBC commentator; Sol Taishoff, editor and publisher of B•T; columnist Doris Fleeson; Charles Clayton of the *St. Louis Globe-Democrat;* Oveta Culp Hobby of the *Houston Post* and now U. S. Secretary of Health, Education & Welfare; columnist Marquis Childs; AP columnist Hal Boyle, and Arthur Hayes of the *New York Times.*

Overseas Press Club Gives 3 of 7 Awards to CBS Shows

SIXTEENTH annual awards dinner of the Overseas Press Club of America was held April 19 at the Waldorf-Astoria, New York.

Award categories and winners were: best consistent radio reporting from abroad of foreign affairs, CBS; best consistent television presentation of foreign affairs, *See It Now* on CBS-TV; best radio interpretation of foreign news, *CBS World News Roundup;* best consistent press reporting from abroad of foreign affairs, and best press interpretation of foreign news, both to the *New York Times;* best photographic reporting from abroad on foreign affairs, *Life,* and best consistent reporting of domestic or United Nations origin which has an effect on foreign affairs, James P. Reston, *New York Times.*

Winner of the George Polk Memorial Award was Bob Capa of *Life.* The Polk citation is presented annually to a foreign correspondent "for display of courage, integrity and enterprise above and beyond the call of duty."

Service, Recognition Awards Presented 50 by Commission

ONE bureau chief and three hearing examiners were among the almost 50 FCC staff members who received service and recognition awards at the Commission's fourth annual awards program ceremony last week.

George S. Turner, chief of Field Engineering & Monitoring Bureau, received one of the three 30-year service awards.

Chief Hearing Examiner James D. Cunningham and Examiners Annie N. Huntting and Elizabeth C. Smith were among the 18 who received 20-year service pins. This group also included Marguerite F. Hubbard, assistant chief of the License Division, Broadcast Bureau.

The convocation was addressed by FCC Chairman George C. McConnaughey.

Nominations Opened For Young Adman Award

OPENING of nominations for the selection of 1955's "Outstanding Young Advertising Man" has been announced by the Assn. of Advertising Men & Women of New York. The award will be made on June 28.

Eligible for nomination is any young man (with a top age of about 40), whose activity in advertising was marked by an event or campaign of significance during the 12 months since last year's selection in June 1954. Nominations will be accepted until June 1, and should be directed to Wilfrid S. Rowe, advertising manager, Sterling National Bank & Trust Co., 1410 Broadway, New York 18.

Winners of the association's award in recent years have been George Abrams, Block Drug Co., Jersey City (1954); Joseph Serkowich, then with Le Tourneau-Westinghouse, Peoria, Ill. (1953), and David Ogilvy, Ogilvy, Benson & Mather, New York (1952).

Boston Radio-Tv Awards

WINNERS of the 1955 annual awards of the Cambridge School of Radio-Tv Broadcasting for outstanding radio-tv performance in Boston have been announced by Milton Krahm, president of the school.

The winners and their categories:

Stan Richards (WCOP), disc jockey, for radio-tv record shows; Denny Whitmarsh (WBZ), news director; George Moynihan (WBZ-TV), producer; Don Volkman (WBZ-TV), cameraman; Nelson Bragg (WBZ-TV), tv personality; Jack Chase (WBZ-TV), tv newscaster; Eileen Kneeland (WBZ-TV), children's program; Priscilla Fortescue (WEEI), radio program; Lindy Miller (WBZ), radio announcer; Curt Gowdy (WHDH), radio-tv sportscaster, and John Day (WHDH), radio newscaster.

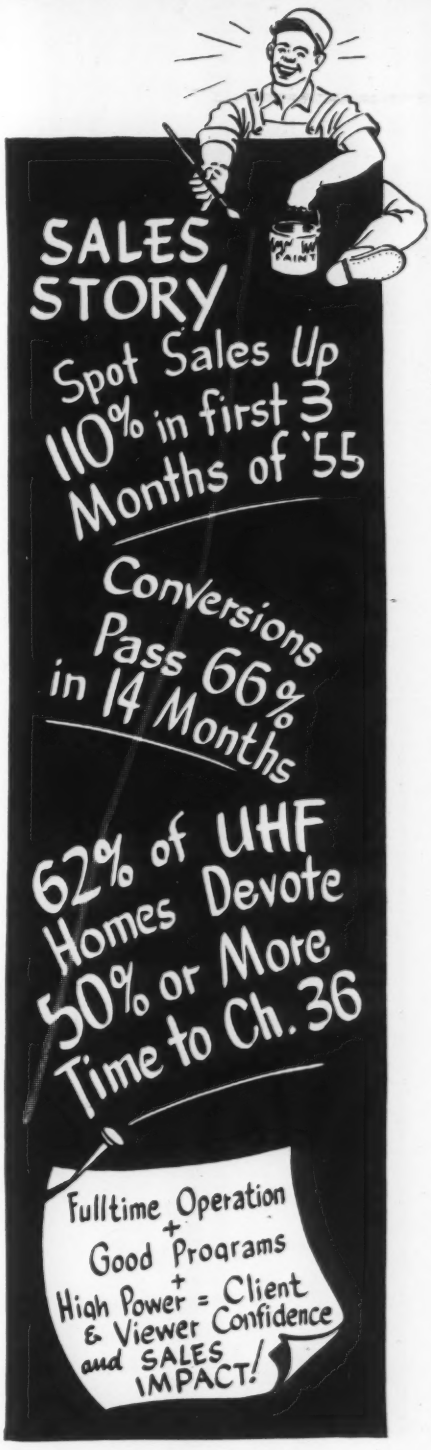
NBC Gets APRA Anvil Award

SILVER ANVIL trophy of the American Public Relations Assn. was presented to NBC on April 22 in Philadelphia at the association's annual convention. Presentation was made at a luncheon at the Hotel Warwick. The award is made for "a public relations program resulting in enhanced prestige for the company, the individual stations of the network and the sponsors, and resulting in . . . a contribution to the cultural enrichment of the public." A certificate of achievement in communications, which included all publication and broadcast media, was presented by APRA to WLW Cincinnati, NBC affiliate there.

'Tune in Tomorrow' Honored

CBS RADIO's "Tune in Tomorrow," 35mm and 16mm full-color animated sound film based on a carnival theme, has been presented a first prize award of the National Visual Presentation Assn. CBS Radio was reported to be the only broadcasting organization to be cited for a first prize award, established in five classifications.

The 14-minute film, designed to show the part advertising and radio are expected to play in the growth of the U. S. economy over the next five years, was judged the winner in the Direct Sales by Motion Pictures classification.


SALES STORY
Spot Sales Up 110% in first 3 Months of '55
Conversions Pass 66% in 14 Months
62% of UHF Homes Devote 50% or More Time to Ch. 36
Fulltime Operation + Good Programs + High Power = Client & Viewer Confidence and SALES IMPACT!

DEC JAN FEB MAR

NBC ABC DUMONT

WJHP-TV

Channel 36

JACKSONVILLE, FLORIDA

IERT PRESENTS AWARDS IN HONOR OF 25TH YEAR

Ohio State U.'s institute cites 26 for contributions to educational broadcasting.

IN AN unprecedented ceremony to mark its silver jubilee year, Ohio State U.'s Institute for Education by Radio-Television presented "25th Anniversary Awards" to 21 men and five women in education, industry, government and foundations.

The recipients, chosen by a national committee, were cited for their "outstanding contributions to the development of educational broadcasting during the last quarter century." No individuals have ever been so honored by the institute before.

In addition to the anniversary awards, a special "25th Anniversary Citation" went to Comr. Frieda B. Hennock, only woman member of the FCC.

Special anniversary recognition certificates also were presented to five foundations. They are Fund for Adult Education, Ford Foundation, W. K. Kellog Foundation, Alfred P. Sloan Fund and the Payne Fund. The Rockefeller Foundation's contribution was mentioned but it does not, as a matter of policy, accept awards.

The 26 individuals receiving 25th anniversary awards are:

Kenneth Bartlett, vice president and dean of public relations, Syracuse U.; Lyman Bryson, professor of education, Columbia U., and CBS counselor on public affairs; Franklin Dunham chief of radio-television, U. S. Office of Education; Dorothy Gordon, originator and moderator, *New York Times Youth Forums;* Robert B. Hudson, program coordinator, Educational Television & Radio Center, Ann Arbor, Mich.; Richard B. Hull, director of radio-television, Iowa State College; George Jennings, director of radio and television, Chicago Public Schools.

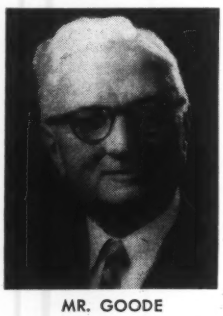
R. S. Lambert, supervisor of school broadcasts, Canadian Broadcasting Corp.; Kathleen N. Lardie, manager of WDTR Detroit and director of radio-television, Detroit Public Schools; William B. Levenson, deputy superintendent of Cleveland Public Schools and director of WBOE there; Leon Levine, director of the Office of Radio-Television, Columbia U.; Harold B. McCarty, professor and director of the division of radio-television education, U. of Wisconsin; Eleanor McClatchy, owner and president of McClatchy Broadcasting Co. and McClatchy Newspapers, Sacramento, Calif.

Adrian F. Michaelis, head of the radio division, public relations department, Standard Oil Co. of California; Allen Miller, director of information services and general manager, KWSC (State College of Washington) Pullman, Wash.; Edward R. Murrow, CBS reporter and news analyst; M. S. Novik, radio and tv consultant, New York; William S. Paley, chairman of the board of CBS; Robert Saudek, director of Tv-Radio Workshop of the Ford Foundation; Frank E. Schooley, director of university broadcasting and manager of WILL-AM-FM-TV (U. of Illinois) Urbana and president of the National Assn. of Educational Broadcasters.

Seymour N. Siegel, director of communications (WNYC), City of New York; Charles A. Siepmann, professor of education and chairman of the department of communications, New York U.; Mary Somerville, comptroller of talks, BBC, London; I. Keith Tyler, professor of education, Ohio State U. and director of the Institute for Education by Radio-Television; Paul A. Walker, attorney and former chairman of the FCC, and Judith Waller, director of public affairs and education, NBC Chicago.

Goode Wins New Haven Award

PATRICK J. GOODE, president of the Elm City Broadcasting Corp. (WNHC-AM-FM-TV New Haven, Conn.), has been awarded the 1955 gold medal of the New Haven Chapter of the Advertising Federation of America for "distinguished service to the cause of better social, civic and business life" in that city. The announcement was made by Clarence C. Balthasar, president of the Advertising Club of New Haven. The 20th annual award will be presented to Mr. Goode May 16 at the Taft Hotel in New Haven.



MR. GOODE

AWARD SHORTS

Psi Chapter (U. of Miami), Gamma Alpha Chi, national honorary advertising fraternity for women, presented Storer award for outstanding on-campus activities in advertising and public relations at 31st annual convention of fourth district, Adv. Federation of America, held at Tallahassee, Fla.; **Alpha Gamma Chapter** (U. of Florida) was the runner-up.

Jitney Jungle Food Stores, Jackson, Miss., presented award from Jackson Police Dept. for "outstanding service to the community and the people of Jackson . . . for presentation of the weekly program, *Racket Squad,* on WTJV (TV) Jackson, making the community aware of the 'bunco' technique and the rackets to which our citizens fall victim."

MBS presented award from National Exchange Club, sponsor of Crime Prevention Week, for continuous anticrime campaign.

WTOP-AM-FM Washington, **WCBS-AM-FM** New York and **American Airlines** presented "President's Citation" from National Federation of Music Clubs for "furtherance of good music" for *Music 'Til Dawn* program.

WCKY Cincinnati presented citation from U. S Navy for meritorious service in furthering Navy recruiting.

CBS Radio *21st Precinct* program presented special award from Patrolmen's Benevolent Assn. of City of New York for "outstanding public service."

Dr. Frank C. Baxter, host-lecturer, CBS-TV *Now and Then* and English literature professor, U. of Southern California, named "Speaker of the Year" in "educational, scientific and cultural activities" field by Tau Kappa Alpha, national collegiate honor fraternity in speech, at annual conference at Ohio U., Athens, Ohio, April 7.

Paul Harvey, newsman, ABC Radio, feted April 15 by Army of Sumter Guards with special six-star general commission at ceremonies in Charleston, S. C., honoring him as "man who contributed most toward preserving the American way of life."

Hilliard Marks and **Ralph Levy,** producer and director, respectively, of Jack Benny radio-tv shows, and *Easter Seal Teleparade of Stars* program on CBS-TV from Hollywood, presented Crippled Children's "Oscars" from National Society for Crippled Children & Adults.

KWTV (TV) Oklahoma City presented annual service award of Oklahoma Television & Radio Service Assn. in appreciation of service rendered to industry and public during 1954.

WJAG Norfolk, Neb., presented plaque from Veterans of Foreign Wars for community service.

Jim Pansullo, disc m.c., WVDA Boston, and formerly with WNEB Worcester, presented certificate of appreciation in recognition of public service broadcasting efforts while at latter station from City of Worcester, Muscular Dystrophy Assn., Venerini Guild, Italian-American World War Vets, American Legion Auxiliary Post 201 and Our Lady of Mount Carmel Youth Center.

Joseph M. Boland, sports director, WSBT-AM-TV South Bend, Ind., and sportscaster, Irish Football Network, named among 1955 winners of Brotherhood Awards of South Bend-Mishawaka Roundtable, National Conference of Christians & Jews.

WCCO-TV Minneapolis-St. Paul presented award of merit from Minnesota development committee, Minneapolis Junior Chamber of Commerce for making substantial contribution to welfare of state and its industries through its program, *Minnesota, U.S.A.,* presented in cooperation with Jaycees, and its promotion with Jaycees of "Made in Minnesota" trademark.

Betty Darling Gwyer, media and production director, Henry J. Kaufman & Assoc., Washington, named Washington's "Advertising Woman of the Year" by Woman's Adv. Club of Washington.

GATES
Your One Source
For All Broadcasting Equipment
THESE OFFICES TO SERVE YOU

• Quincy, Illinois	123 Hampshire Street	Baldwin 2-8202
• New York City	51 East 42nd Street	Murray Hill 7-7971
• Washington, D. C.	13th & E Streets, N. W.	Metropolitan 8-0522
• Houston, Texas	2700 Polk Avenue	Atwood 8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0369
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

ACA Meet Features Radio-Tv Sessions

RADIO AND TELEVISION will be featured on half-day sessions at the 30th annual meeting of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, May 3-6. The afternoon of the opening day is devoted to radio, starting with the luncheon address by E. Finlay MacDonald, CJCH Halifax, and immediate past president of the Canadian Assn. of Radio & Television Broadcasters, whose subject, "The Thin Partition," will introduce radio broadcasting.

The afternoon session will be devoted to a three act play, "Crisis in Studio A," in which the CARTB sales division will bring out a vast barrage of sales material.

Thursday afternoon, May 5, Barry Wood, in charge of color tv for NBC New York, will be luncheon speaker on color television, which has not yet come to Canada. The afternoon session, under chairmanship of Jim Potts, advertising director of the Pepsodent Div. of Lever Bros. Ltd., Toronto, will consist of two panel groups of U. S. and Canadian tv executives. One panel will deal with "How to Produce a Good Tv Commercial" and the second will deal with "Your Tv Problems—Mr. Sponsor." There will be question and answer periods after each panel, and a film will be shown after the first panel on color tv production.

Raytheon Radio-Tv Operations Expand to Canadian Market

RAYTHEON MFG. Co.'s complete radio-tv line, including color television sets and transistor radios, will be made available to the Canadian market under a manufacturers' agreement with Dominion Electrohome Industries Ltd., Kitchener, Ont., negotiated six months ago, Raytheon has announced.

Electrohome is making Raytheon-designed tv-radio products under the latter's name and its own Electrohome brand name, according to Henry F. Argento, vice president and general manager of Raytheon's tv-radio operation. The agreement has proved very "satisfactory" thus far, Mr. Argento said, noting the low percentage of saturation in the Canadian tv market of 1.2 million video receivers.

Raytheon has similar licensing agreements with firms in France, Italy, Germany, England, Japan and other countries.

Sweeney Briefs Canadians On Radio Changes in U. S.

REPORT on recent changes in U. S. radio which could possibly be duplicated in Canada was given last Tuesday by Kevin Sweeney, president of Radio Advertising Bureau, New York, when he addressed a luncheon meeting of the Advertising & Sales Club of Toronto. Because of the changed pattern, Mr. Sweeney pointed out new techniques must be adopted to make the most of the use of radio time for an advertiser.

"Some big national advertising agencies who feel they 'wrote the book' in the dear dead days haven't adapted themselves to the two new principles of mass and selectivity and as a result they aren't doing a good job for their clients in radio," the RAB executive charged. He told his audience that while "too many national advertisers are clinging to techniques of the 1940s, the local advertisers are learning how to use radio as it should be used for maximum results in 1955."

In the U. S., Mr. Sweeney said, more people are listening to radio than ever before and by the end of 1955 he predicted they will add 10 million new places to listen to the 111 million places that now exist.

Mr. Sweeney also drew a parallel between newspapers' advertising history of 20 years ago and that of radio. "Like newspapers, national advertisers were disproportionately important to radio at one time . . . now the retailer is our biggest customer," Mr. Sweeney said, and pointed out that the retailer had learned "realistic techniques" of using radio. "National advertisers will soon learn these techniques too," he said.

Australian Commission Grants Four Tv Licenses

AUSTRALIAN Television Commission has granted four licenses for commercial tv stations. Licensees in Sydney are the *Consolidated Press* and the MacQuarrie network and in Melbourne, the *Melbourne Herald* and *The Argus*.

Charles Michelson, president of Charles Michelson Productions, New York, U. S. agent for *Consolidated Press*, told B•T that some 900 applications had been filed with the government. He said that licensees hope to be on the air in six to eight months.

World Trade Fair in Germany Features U. S. Tv Equipment

DEMONSTRATIONS of American advancement in television equipment, particularly in educational and industrial closed circuit lines, are being featured at the World's Trade Fair, which got underway April 24 in Hannover, Germany. The American tv exhibits were arranged by the U. S. Foreign Commerce Dept. Under an agreement negotiated with the U. S. Navy Special Devices Center, Port Washington, New York, Television Utilities Corp. of New Hyde Park, New York ("Private Eye" monitors), have shipped 27-in. units, including color tv equipment, for exhibition at the fair, the company has announced. Over 250 stations throughout the U. S., Canada, Alaska, Honolulu and South America, as well as numerous Army and Navy closed-circuit installations, are now using "Private Eye" monitors, according to Tv Utilities Corp.

INTERNATIONAL SHORTS

Sears, Roebuck de Venezuela CA signs for sponsorship of Spanish-language version of *Winky Dink & You* (Sat.-Sun., CBS-TV) on YVLV-TV Caracas, Venezuela (Mon.-Thurs., 6-6:30 p.m.)

Lewis-Howe Co. (Tums), Windsor, Ont., has appointed J. Walter Thompson Co., Toronto, to handle advertising in Canada.

Sponsor Film Services Corp. Ltd., Toronto, has distributed 20-page illustrated booklet on tv film services, which firm handles, to all Canadian agencies, tv clients and film producers.

CKSO-TV Sudbury making extensive alterations to studios, adding second story to building and two-story addition, 70 x 21 ft., with soundproof control rooms.

CHSJ-TV St. John, N. B., ch. 4, has issued its third rate card, effective July 1, with class A time starting at $250 for one hour and one minute spot announcements at $55.

Bennett & Northrop (adv.), Boston, has opened Canadian office at Halifax, N. S., with G. P. Backman, Halifax department store advertising executive, as manager.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

Quad-City Employment is Up and Steady!

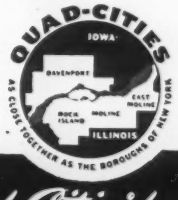
Employment at the large farm implement plants and at some 300 other factories is keeping pace with increased production schedules. Forecasts of a busy prosperous 1955 in the Quad-Cities have materialized into an active buying market.

•

The Quad-Cities offer you a good marketing opportunity. WHBF is "The Quad-Cities' Favorite".

•

CBS FOR THE



Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St.,

New York 19

" . . and see that your radio stays tuned to Bob Johnson's Early Birds on KRIZ Phoenix!"

THE SMART BUY IN MILWAUKEE

REGIONAL COVERAGE AT LOCAL RATES

860 KC

Adam J. Young Jr., Inc., Nat'l Reps.

Educ. Uhf Wants to Be Non-Commercial-Commercial

WKAR-TV East Lansing is teamed with a commercial station in applying for a vhf channel at Onondaga-Parma.

TO paraphrase a well known saying: If you can't be successfully non-commercial, you might as well be successfully non-commercial-commercial.

That seemed to be what Dr. J. A. Hannah, president of Michigan State College, East Lansing, Mich., and former War Manpower Administrator, had in mind when he discussed his college's new approach to educational tv at a news conference in Washington.

Michigan State has been operating WKAR-TV East Lansing, on ch. 60, since January 1954. WKAR-TV, radiating 214 kw from a 1,029-ft. tower, cost $600,000 to build and about $280,000 a year to operate. Less than 14% of the tv owners in the Lansing coverage area have converted, and only 30% in the metropolitan district proper have converted, he said. WKAR-TV has had, Dr. Hannah pointed out, the same problem that has plagued other uhf stations, commercial or non-commercial: few viewers.

Last year, the FCC allocated ch. 10 to the Onondaga-Parma area. Michigan State joined forces with Television Corp. of Michigan to apply for a share-time arrangement on that vhf channel. Television Corp. of Michigan is 40% owned by WILS Lansing. The non-commercial-commercial applicant is in a hearing with three competitors: WIBM Jackson, WKHM Jackson and Triad Tv Corp., comprised of local businessmen. The hearing began last September.

It is the share-time arrangement with the avowed commercial Tv Corp. of Michigan that has given Dr. Hannah new hope.

Hours For MSC

Under the terms of the agreement between the state institution and the commercial, WILS-controlled applicant, Michigan State will receive 38.5 hours weekly out of a total of 104.5 hours weekly that will be transmitted on ch. 10, if they succeed in winning the grant.

In addition, Michigan State will receive 20% of the profits before taxes of the commercial station as payment for the use of its present transmitting facilities at Okemos, Mich. Both entities will share a studio at the transmitter site, but each will have its own studios—Michigan State at East Lansing and Tv. Corp. of Michigan at Jackson.

The contract between the two share-time applicants specifies certain times in the mornings, afternoons and evenings which are for Michigan State. These will permit the college to reach in-school students, farm men, farm women and farm families at the most propitious times, Dr. Hannah emphasized.

The program proposed for ch. 10 specifies 26.15% educational, 20% talk and heavy percentages for news and discussion.

Should the two share-time applicants be successful in their quest for ch. 10, Michigan State would surrender its permit for the present ch. 60 WAKR-TV, Dr. Hannah said. The Onondaga-Parma site is only 10 miles from Lansing-East Lansing, he pointed out.

If they are unsuccessful, Dr. Hannah said, the future of ch. 60 WKAR-TV is dubious.

Dr. Hannah expressed himself as highly impressed with this joint effort as one means of taking educational tv stations, particularly those on uhf, off the hook.

It permits the educational station to devote itself completely and solely to educational programs, without the requirement of spending extra money to maintain a day-long program structure, he said. That will mean a saving to WKAR-TV, he emphasized. The profit participation is just that much more saving to the taxpayers, he said.

"This seems to me to be the realistic way for educational television to be utilized," he said.

Dr. Hannah declared that WKAR-TV would not be troubled with lack of viewers if it were on a vhf channel. However, he added in response to a question, the joint non-commercial-commercial venture seems a better arrangement than a complete non-commercial, educational operation.

A minimum of well-planned, well-produced programs are always better than a maximum of under-planned, ill-produced programs, he said.

Hungerford to Head N. Y. Educational Tv Group

E. ARTHUR HUNGERFORD Jr., formerly with General Precision Lab, will head up a group that is working for construction of an educational tv station in New York City.

Mr. Hungerford will serve as executive director of the Metropolitan Educational Television Assn., according to Dr. David D. Henry, executive vice chancellor of New York U., and board chairman of the association. In his new post, Mr. Hungerford, who for eight months in 1953 was a consultant to the Joint Committee on Educational Television, Washington, D. C., will handle administration, staff work and "development activities" as connected with the educational tv project.

Gores Set Up Scholarship

A SCHOLARSHIP carrying a $1,000-a-year stipend for four years has been established at the U. of Wichita by Ralph and Theodore Gore, stockholders in KAKE-TV Wichita. The scholarship has been created as a memorial to their father, the late Harry Gore. This is the second educational award established by the Gore brothers. An earlier one, worth $700 a year for four years, was awarded in 1952. The winner of this scholarship, now a senior, has had her stipend increased to $1,000 for the final year.

EDUCATION SHORTS

U. of Kentucky, radio arts dept., Lexington, has released report of survey conducted by school "to determine what every student of radio should know." Survey shows what Kentucky stations believe students should follow in courses of training, listing subjects in relative importance.

EDUCATION PEOPLE

William H. Kroll, associate, motion picture dept., Indiana U. audio-visual center, Bloomington, Ind., named film supervisor, I. U. radio-tv service.

Kenneth Harwood, chairman, telecommunications dept., U. of Southern Calif., elected regional director, Assn. for Education by Radio-Television, for two-year term beginning May 1.

Lawrence Wisser, vice president and copy executive, Storm & Klein Inc., N. Y., is conducting series of four-hour advertising copy clinics, copy workshop, College of City of New York.

Dr. I. Keith Tyler, director, Institute for Education by Radio-Television, Ohio State U., Columbus, and **Bishop Fulton J. Sheen** elected honorary members, Alpha Epsilon Rho, national honorary radio-tv fraternity.

WPRO-TV INFORMAL REPORT

"AN INFORMAL REPORT" about WPRO-TV Providence, R. I., has been released by the station. The booklet describes how the station announced its telecasting debut (March 27) in the press, tells how newspapers reported on its commencement of operation and lists samples of telegrams and letters from the public and dignitaries heralding and congratulating the start of its service.

WOWO ENTERTAINS WOMEN

WOWO Fort Wayne, Ind., last Saturday (April 30) played host to nearly 3,000 women from Indiana, Ohio and Michigan in its first Tri-State Recognition Day. The women represented more than 15,000 active members of home demonstration clubs set up in cooperation with county home demonstration agents and extension services of state universities in the three states. Jane Weston, WOWO home service director, was mistress of ceremonies of the event, held in Fort Wayne's Embassy Theatre. Each county home demonstration agent and the president of her county club were honored during the show, a half-hour segment of which was broadcast on WOWO. Station musical talent entertained. County demonstration agents have a weekly program on WOWO and Miss Weston works with them closely, making regular appearances on their own county and state programs.

HOLE-IN-ONE AWARDS

TROPHIES with name, date and location inscribed are being presented this season by WSRS Cleveland to golfers who score a hole-in-one. To win, a golfer must have the club pro of a course confirm the names of other golfers in his group, attesting that he performed the feat. Upon receipt of the information from the club pro in writing, WSRS will arrange a broadcast from the first tee of that club at a mutually convenient time for the congratulations and presentation of the trophy.

'MAN ON THE PHONE'

WCAP Lowell, Mass., is airing *Man on the Phone*, a five-nightly program featuring Duke Savitt broadcasting a recording of a daily telephone call made to well-known personalities throughout the country. The program delivers a top celebrity five nights a week without the cost of talent fees, according to Mr. Savitt. *Man on the Phone* has interviewed such persons as Rocky Marciano, James Cagney, Ed Sullivan, Toots Shor, Sunny Gale and Harry S. Truman.

20 'Happy' Years

HAPPY WILSON's 20th year with WAPI Birmingham, Ala., was marked by a two-hour broadcast in which 3,000 people crowded into the Agricultural Building of the Alabama State Fairgrounds to see and hear the country-style musician perform.

Mr. Wilson was presented with a silver tray by the station in recognition of his long service.

The show climaxed a "Happy Days" promotion in which many of Mr. Wilson's sponsors featured "Happy Days" specials on their products.

KING-TV AND BOY SCOUTS

WHEN 10,000 Boy Scouts started out to sell tickets for the 1955 Scout Circus in Seattle, they got a royal sendoff from KING-TV there, according to E. A. Ruthford, vice president of the San Juan Fishing & Packing Co. and volunteer chairman of the Scout Circus committee. Virtually every radio and television station in the Seattle area cooperated, Mr. Ruthford reported, but the KING-TV staff arranged "exceptional" promotion coverage. Locally-originated programs of the station featured scouts selling circus tickets on the air.

WHEN PEOPLE LISTEN

TO SUPPLY advertisers and agencies with accurate data as to when people listen to radio, CKOX Woodstock, Ont., made a survey showing how many men and women start and stop work at various times of the day. The survey also showed the time spent by the average worker going to and coming from work and gave the hours of work of retail establishments for every day of the week.

DISC M.C.-TRAFFIC SHOW

SUCCESSFUL radio disc m.c. program conducted by a Florida state trooper is being aired over WPCF Panama City, Fla., and six other stations. Trooper Randall Robinson combines reminders to motorists about driving hazards and safety messages with popular music. The program recently has been expanded to take in a number of drive-in theatres, utilizing intermission time. Trooper Robinson originally aired an hour program live over WPCF, but his broadcast schedule became so extensive that he presently records his show.

'GUESS THE RUNS'

WLOW Norfolk, Va., celebrated National Baseball Week with a "Guess the Runs Contest" for listeners to MBS' *Game of the Day* program carried on the station. The contest, which brought in over 1,000 entries, asked listeners to guess the total runs scored in 10 major league exhibition games in one day. The winner was awarded two reserved seats for the opening day game between the Washinton Nationals and the Baltimore Orioles and roundtrip airplane tickets to Washington where the game was played.

WRSW ADDS NEWSCAST

TO PROVIDE better coverage of the local news scene, WRSW-AM-FM Warsaw, Ind., has added a new Monday-through-Friday 15-minute newscast to its program schedule. The station now carries 71 news shows per week. WRSW-AM-FM also now is carrying institutional-type newspaper ads announcing all 71 newscasts are completely sold out, along with a mention of the 16 sponsors who are purchasing the time.

EASTER CONTEST

DICK DOTY of WHAM Rochester, N. Y., conducted a "Why I Want to Spend Easter Weekend in New York" contest and the winner was Winifred Shores of Le Roy, N. Y. Miss Shores' winning entry told of her desire to take her mother back to the scene of her honeymoon 50 years ago and of her mother's experiences in nursing a community back to health after a bout with typhoid. The contest winners were taken on a whirlwind tour of New York, including a stay at the Manger-Vanderbilt Hotel, tickets to Steve Allen's NBC-TV *Tonight* show and tickets to the play "Pajama Game," among other activities.

New low monthly payments
purchase your own
Transcription Library
more than 5,000 most desired music selections plus approximately 400 sparkling jingles and commercial aids. All new high quality lateral pressings
TV Stations:
ask about STANDARD'S New TV Library-Package . . . including mood music, production aids and sound effects.
STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

WORLD FAMOUS
S-5
synchronous magnetic film recorder for motion pictures and television
STANCIL-HOFFMAN
921 N. Highland Hollywood 38, Calif.
send for particulars

'BUY IN BUTLER'

WISR Butler, Pa., conducted a successful "Buy in Butler" campaign to promote shopping in the downtown section of the city. The business "blues" attitude in the downtown section prompted the station to run a heavy series of "Buy in Butler" announcements stressing the advantages and facilities of the area and at its own expense printed "Buy in Butler" streamers and placed posters on telephone poles around the outskirts of the city, among other promotional gimmicks. WISR also conducted a local news program from the window of a downtown department store. Staff members personally contacted businessmen explaining the pitch. The project, WISR reports, so dramatized the station's facilities that accounts never before using radio were subsequently attracted.

MISS KOSI OF 1955

TO BRING attention to its impending increase in power to 5 kw, non-directional, KOSI Aurora-Denver, Colo., staged a contest to select the most beautiful girl in the area as Miss KOSI of 1955. The response was overwhelming, according to the station, with Esther Zgut of Brighton, Colo., finally chosen. Miss Zgut received a complete spring outfit and the U. S. Navy Recruiting Service, which aided in the judging, drove her around to 10 towns in the surrounding area to present the mayors of each tickets to the opening game of the Denver Bears, a new Triple A baseball team. KOSI's increased power will make the station the only 5 kw, non-directional daytime independent in the Denver area, KOSI reports. Target date is June 1.

WJAN REMOTE BROADCASTS

WJAN Spartanburg, S. C., broadcast four hours consecutively each evening from the 1955 Better Living Show at the Spartanburg War Memorial Auditorium. An estimated 50,000 persons saw the show and WJAN's booth was praised by officials and the public as one of the most interesting features of the event, according to the station. Quartets, piano-organ teams and disc jockeys aired most of the programs from the show, although regular news and sportscasts also were broadcast.

MOON AND SPACE

TO TIE in with a movie, "Conquest of Space," playing at the Paramount Theatre in Portland, Ore., KEX there had a "Conquest of Space Do-It-Yourself" kit prepared, advertising the movie as well as disc m.c. "Moon" Mullins of the station. The kit actually was a folder containing a free ticket to the moon and a deed to an acre of "lunar land." Thousands requested the promotion, KEX reports.

WGN-AM-TV Probes Without Pulling Punches

PUBLIC service programming can be a potent force for good, particularly when it is used as an instrument of exposing evil.

Some weeks ago, amid widespread reports of wholesale gambling activities in certain areas of Cook County, WGN-AM-TV Chicago set out to determine whether the local crime syndicate was operating unchecked. The *Chicago Tribune* stations sent newsroom investigators into the field.

The result is a provocative, no punches-pulled series of on-the-spot reports dealing with gambling, crime and vice, particularly in unincorporated areas of the county.

The series was terminated "temporarily" April 22 but may be resumed at any time, according to Spencer Allen, news director of WGN-AM-TV. Last week, in a corollary development, Cooke County Sheriff Joseph Lohman bought time on WBKB (TV) and WBBM for his own series on the gambling situation, reportedly starting next week.

Inspiration for the crusade was a claim by Sheriff Lohman that there is less gambling there today than in a generation. Sheriff Lohman, a professor of sociology and criminology at the U. of Chicago and former head of the pardon-parole board for the state of Illinois, campaigned last fall on the promise to eliminate gambling.

Feeling that Sheriff Lohman was perhaps too publicity-conscious about such activities as destroying slot machines, organizing crime-fighting committees and lecturing to elected officials, the *Tribune* outlets went into action. They reportedly found many an occasion for sin—and called in cameramen.

Thus, for the past month televiewers and radio listeners have been regaled with a series *(Lessons to Lohman)* naming places, dates and telephone numbers. The documented reports are shown twice daily on WGN-TV and aired as bulletins on WGN newscasts. Viewers have been shocked and fascinated as motion picture and still cameras have nosed into handbooks, saloons and other dens of iniquity. Viewers and listeners have been receiving a steady diet of detailed reports on where the illegal operations are, who operates them, what goes on in them and what the profits are.

A side development of the series, according to WGN Inc., is the documentation of the sheriff's own police, some of whom, it charges, frequent the places.

Frank Schreiber, manager of WGN Inc., feels the campaign is unique in the annals of radio and television history. Another result has been several tips from the public on other gambling in the county.

This is the second public service venture of recent vintage at WGN-TV in connection with a controversial issue. Last year the station programmed *Spotlight on Chicago,* exposing some unsavory aspects of the local political and crime situation.

'CREATIVE COOKERY'

WBKB (TV) Chicago has distributed a new four-page promotion piece dealing with its daily *Creative Cookery* program. The promotion describes the show as "television's most remarkable cooking program" and cites various claims for Chef Francois Pope and his two sons, Frank Jr. and Bob, who conduct it. Among the points stressed is that the program has been aired over 1,000 hours since it went on tv about for years ago.

KTLA (TV) 'FIRST'

FIRST west coast indoor color remote was telecast by KTLA (TV) Hollywood April 22, when the station presented the annual *Las Floristas Headdress Ball* from the Ambassador Hotel, Los Angeles. Previous west coast color emanations have been telecast either from studios or from outdoor locations, Klaus Landsberg, station vice president and general manager, claimed. KTLA technicians were required to set up a complete lighting system at the hotel for the 1½-hour program during the week preceeding the telecast. The program, jointly sponsored by Apple Valley Building & Development Co. and Motorola Tv, was the station's third major color telecast within the last five months, KTLA spokesmen said.

C&W BROCHURE

THE MARCH issue of *Current Production,* publication on the activities of Cunningham & Walsh, reviews the agency's 25-year history in broadcast advertising. In September 1929 C&W put *Comic Strip of the Air* on radio for Graybar Electric Co. In the spring of 1944 the agency put on experimental tv shows for four clients. A gallery of stars, from Ruth Etting to Dennis James, that C&W put on the air is contained in the brochure, as well as a map showing locations over the country where the agency places non-network radio-tv programs. Other subjects covered: making the program fit the problem by tailoring radio-tv to the client's selling needs, and Videotown, C&W's tv yardstick, New Brunswick, N. J.

VIGORO PROMOTION

WITH a note of irony beneath the whimsy, CBS Radio Hollywood public relations department presented the local trade press and radio-tv columnists small sacks of Vigoro fertilizer. The attached letter observes, "We hope this will help your plants . . . and make you think of ours."

THE LATEST WCKY STORY

What in Radio Can You Buy for 6¢?

Here's What!
1,000 Listening Homes
Here's Where!
823,500 Homes in 10 Southern States*
Here's How!
WCKY Open 1 minute rate $50.00
823 | 50.00 | .06.

* WCKY Audience, according to Nielsen Coverage Service.

WCKY CINCINNATI

Where in Radio Can You Buy More for 6¢?

Station Authorizations, Applications

(As Compiled by B • T)

April 21 through April 27

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of March 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,698	523	133
CPs on air	5	15	†318
CPs not on air	103	10	122
Total on air	2,703	538	451
Total authorized	2,806	548	573
Applications in hearing	127	3	180
New station requests	194	6	20
New station bids in hearing	69	0	127
Facilities change requests	140	5	43
Total applications pending	728	50	192
Licenses deleted in March	0	4	0
CPs deleted in March	1	2	10

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through April 27

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,710	2,702	117	205	67
Fm	538	523	38	3	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	279	320	601[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	310	106	416
Noncom. Educ. on Air	9	3	12

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	962	337	742	538	1,281[2]
Noncom. Educ.	57		29	28	57[3]
Total	1,018	337	771	566	1,338[4]

[2] One hundred-forty CPS (29 vhf, 111 uhf) have been deleted.

[3] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 634 already granted.

Telestatus Now Monthly

EFFECTIVE with this issue TELESTATUS becomes a once-a-month feature, appearing the first Monday of every month (see page 67). Questionnaires will be mailed to stations the second week of the month. To guarantee an up-to-date listing for every station, it is urged that the questionnaires be returned promptly, completely and accurately.

ACTIONS OF FCC

New Tv Stations . . .

APPLICATIONS

Wailuku, Maui, Hawaii—Maui Pub. Co. (KMVI), vhf ch. 12 (204-210 mc); ERP 30 kw visual, 15 kw aural; antenna height above average terrain 5,910 ft., above ground 100 ft. Estimated construction cost $80,000, first year operating cost $42,000, revenue $45,000. Post office address Box 374, Wailuku, Maui. Studio and transmitter location Mt. Haleakala. Geographic coordinates 20° 42' 43" N. Lat., 156" 15' 26° W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Lawrence Trombley, Honolulu. Principles include Pres. **J. Walter Cameron (41.7%); Maui Pineapple Co.** (41.2%), and **Kahului Railroad Co.** (8.4%). Filed April 22.

Caguas, P. R.—American Colonial Bcstg. Corp. (WKVM San Juan), vhf ch. 11 (198-204 mc); ERP 2.67 kw visual, 1.34 kw aural; antenna height above average terrain 1,177 ft., above ground 237 ft. Estimated construction cost $35,809, first year operating cost $60,000, revenue $100,000. Post office address % WKVM, Box 4189 San Juan. Studio and transmitter location on top of Cerro Marquessa Mt., near Caguas. Geographic coordinates 18° 16' 54" N. Lat., 66° 06' 46" W. Long. Transmitter Gates, antenna RCA. Legal counsel Frank Stollenwerck, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include Pres. **Ralph Perez Perry** (99.5%); Sec. **Zaida R. De Perez Perry** (0.2%), and Treas. **Rafael R. Mercado** (0.2%). Filed April 22.

Existing Tv Stations . . .

ACTIONS BY FCC

WOOK-TV Washington, D. C.—United Bcstg. Co. granted mod. of CP to change from ch. 50 to ch. 14; change ERP to 275 kw visual, 162 kw aural; antenna height above average terrain 330 ft. Granted April 22; announced April 25.

KLIX-TV Twin Falls, Idaho—Southern Idaho Bcstg. & Telecasting Co. granted STA to operate commercially on ch. 11 for the period ending July 15. Granted April 19; announced April 25.

KLEW-TV Lewiston, Idaho—Lewiston Tv Co. granted mod. of CP for ch. 3 to change ERP to 14.8 kw visual, 7.41 kw aural; change studio and transmitter location to U. S. Hwy 95,195, 2.5 miles N. of Lewiston; antenna height above average terrain 1,010 ft. Granted April 20; announced April 25.

WAFB-TV Baton Rouge, La.—Modern Bcstg. Co. of Baton Rouge granted mod. of CP for ch. 28 to change ERP to 105 kw visual and 56.2 kw aural. Granted April 20; announced April 25.

KTVI (TV) St. Louis, Mo.—Signal Hill Telecasting Corp. granted mod. of CP for ch. 36 to change ERP to 417 kw visual, 209 kw aural; antenna height above average terrain 590 ft. Granted April 20; announced April 25.

KSTF (TV) Scottsbluff, Neb.—Frontier Bcstg. Co. granted STA to operate commercially on ch. 10 for the period ending May 20. Granted April 20; announced April 25.

KDUB-TV Lubbock, Tex.—Texas Telecasting Inc. granted mod. of CP for ch. 13 to change ERP to 316 kw visual and 158 kw aural. Granted April 20; announced April 25.

KTRE-TV Lufkin, Tex.—Forest Capital Bcstg. Co. granted mod. of CP for ch. 9 to change ERP to 25.1 kw visual and 12.6 kw aural. Granted April 19; announced April 25.

APPLICATIONS

WTOK-TV Meridian, Miss.—Southern Tv Corp. seeks mod. of CP for ch. 11 to change ERP to 316 kw visual, 162.5 kw aural; specify studio location as Southern Bldg.; antenna height above average terrain 562 ft. Filed April 21.

KFJZ-TV Ft. Worth, Tex.—Texas State Network Inc. seeks mod. of CP for ch. 11 to change studio location to 4801 West Freeway, Ft. Worth. Filed April 22.

STATIONS DELETED

KWIK-TV Pocatello, Idoha—Eastern Idaho Bcstg. & Tv Co. FCC deleted tv station on ch. 6 at request of attorney. Deleted April 26.

WTVI (TV) Belleville, Ill.—Signal Hill Telecasting Corp. granted cancellation of CP for ch. 54 and deletion of call letters. (Signal Hill now operates ch. 36 KTVI [TV] St. Louis). Deleted April 20; announced April 25.

WMIN-TV St. Paul, Minn.—WMIN Bcstg. Co. FCC deleted share time tv station on ch. 11 at request of station. Deleted April 21.

KOPR-TV Butte, Mont.—Copper Bcstg. Co. FCC deleted tv station on ch. 4 for lack of prosecution. Deleted April 26.

CALL LETTERS ASSIGNED

KCRA-TV Sacramento—KCRA Inc., ch. 3.

KNTV (TV) San Jose, Calif.—Standard Radio & Tv Co., ch. 11. Changed from KQXI (TV).

KDLO-TV Florence, S. D.—The Hills Broadcasting Co., ch. 3.

New Am Stations . . .

ACTIONS BY FCC

Valdosta, Ga.—J. E. Massey Sr., J. E. Massey Jr., L. C. McCall and Betty J. McCall d/b as Lowndes County Bcstrs., granted 1150 kc, 1 kw daytime. Post office address % L. C. McCall, P. O. Box 86, Palatka, Fla. Estimated construction cost $16,100, first year operating cost $36,000, revenue $42,000. Principals in general partnership include **J. E. Massey Sr.** (40%); **J. E. Massey Jr.** (40%); **L. C. McCall** (10%), and **Betty J. McCall** (10%). Messrs. Massey Sr. and McCall are equal owners of WWPF Palatka, Fla. Granted April 27.

Billings, Mont.—D. Gene Williams & Delbert Bertholf, co-partners, granted 910 kc, 1 kw daytime. Post office address Realty Building, Spokane. Estimated construction cost $29,475, first year operating cost $45,000, revenue $60,000. Principals include **D. Gene Williams** (50%), 51% owner KSPO Spokane, and 25% owner KUTI Yakima, and **Delbert Bertholf** (50%), 49% owner KSPO and 25% owner KUTI. Granted April 27.

Missoula, Mont.—Montana Bcstg. Co. granted 1340 kc 250 w unlimited. Post office address % William J. Strothman, P. O. Box 1202, Missoula. Estimated construction cost $9,442, first year operating cost $50,300, revenue $58,200. Principals include Pres. **Marion E. Dixon** (25.7%), real estate and insurance; Vice Pres. **William J. Strothman** (25.7%), employe at KXLL Missoula, and 10 other stockholders comprising local businessmen. Granted April 27.

APPLICATIONS

Torrance, Calif.—Charles R. Bramlett, 1190 kc, 250 w daytime, directional day and night. Post office address % The Food Bank, 970 E. Baseline, San Bernardino, Calif. Estimated construction cost $17,000, first year operating cost $60,000, revenue $72,000. Mr. Bramlett is owner of The Food Market, retail food and general merchandise. Filed April 26.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

Brunswick, Me.—Westminster Bcstg. Co., 730 kc, 250 w daytime. Post office address % Roger H. Strawbridge, Box 179, Brunswick. Estimated construction cost $18,410, first year operating cost $32,000, revenue $45,000. Principals include Pres. **Roger H. Strawbridge** (22.5%), department store salesman; Treas. **Glenn H. Hilmer** (50%); Sec. **Irene Strawbridge** (2.5%), and **Clifford Kemberling** (25%). Filed April 19.

Magee, Miss.—F. W. Mitchell tr/as Mitchell Bcstg. Co., 1470 kc, 1 kw daytime. Post office address Box 4363. Fondren Station, Jackson, Miss. First year operating cost $20,000, revenue $35,000. Mr. Mitchell is 75% owner of Jackson Creosoted Materials Inc. Filed April 25.

Golden Meadow, La.—Leo Joseph Theriot, 1600 kc, 500 w daytime. Post office address Box 368, Golden Meadow, La. Estimated construction cost $19,528, first year operating cost $36,000, revenue $50,400. Mr. Theriot deals in general insurance. Filed April 26.

Fishkill, N. Y.—Samuel Babbit, Saul Dresner, Leonard Wechsler, Alfred Dresner, & Robert Gessner d/b as West Shore Bcstg. Co., 1300 kc, 500 w daytime. Post office address % Alfred Dresner, 66 Court St., Brooklyn, N. Y. Estimated construction cost $17,131, first year operating cost $26,855, revenue $36,000. Principals include **Samuel Babbit** (35%), manufacturer of sample card printing and promotion works; **Saul Dresner** (20%), director M. C. Schwerin Research Corp., program commercial testing; **Alfred Dresner** (20%), attorney; **Leonard Wechsler** (Bob Leonard) (20%), announcer WRIT Milwaukee, Wis., and **Robert Gessner** (5%), chief engineer WVOS Liberty, N. Y. Filed April 19.

Erwin, Tenn.—Max M. Blakemore tr/as Unicoi Bcstg. Co., 1430 kc, 1 kw daytime. Post office address Box 218, Richlands, Va. Estimated construction cost $15,000, first year operating cost $24,000, revenue $30,000. Mr. Blakemore is manager-16.2% stockholder WROC Richlands, Va., and 50% partner Cherokee Bcstg. Co., applicant for new am station at Murphy, N. C. Filed April 20.

Pasco, Wash.—William R. Taft, 860 kc, 250 w daytime. Post office address Box 916, Everett, Wash. Estimated construction cost $19,000, first year operating cost $55,000, revenue $65,000. Mr. Taft is owner of KRKO Everett, Wash. Filed April 26.

Existing Am Stations . . .

ACTIONS BY FCC

KMYC Marysville, Calif.—Marysville-Yuba City Bcstrs. Inc. granted CP to change daytime pattern on 1410 kc 1 kw unlimited, directional. Granted April 27.

WPRC Lincoln, Ill.—Prairie Radio Corp. granted permission to sign off at 6 p.m. CST, from April through Sept. 25. Granted April 21; announced April 25.

KTUL Tulsa, Okla.—Tulsa Bcstg. Co. granted mod. of license to change main studio location to Lookout Mt., Red Fork Station, Tulsa. Granted April 21; announced April 25.

KNEL Brady, Tex.—Ruth Burns granted permission to sign off at 7 p.m. Monday through Saturday from May 1 to Nov. 1. Granted April 21; announced April 25.

KTRH Houston, Tex.—KTRH Bcstg. Co. granted CP to change from DA-1 to DA-2 operating on 740 kc 50 kw unlimited. Granted April 27.

APPLICATIONS

WJAM Marion, Ala.—Neely & Neely seek CP to change from 1 kw to 5 kw on 1310 kc. Filed April 25.

KGLN Glenwood Springs, Colo.—KGLN Inc. seeks CP to change from 1340 kc 250 w fulltime to 980 kc 1 kw daytime. Filed April 20.

WTMC Ocala, Fla.—Ocala Bcstg. Co. seeks CP to change from 1 kw to 5 kw on 1290 kc. Filed April 21.

WARE Ware, Mass.—Central Bcstg. Corp. seeks CP to change from daytime to unlimited, directional night, using 1 kw on 1250 kc. Filed April 25.

WJBK Detroit, Mich.—Storer Bcstg. Co. seeks mod. of CP to change from 5 kw night and 10 kw day to 1 kw night, 10 kw day, directional day and night on 1500 kc. Filed April 22.

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New Fm Stations . . .

ACTIONS BY FCC

South Bend, Ind.—Commercial Sound & Hi-Fidelity granted new class B fm station on ch. 267 (101.3 mc); ERP 8.6 kw; antenna height above average terrain 74 ft. Granted April 27.

Dallas, Tex.—Buckner Orphans Home granted new noncommercial educational fm station on ch. 201 (88.1 mc); ERP 10 w. Granted April 27.

Existing Fm Stations . . .

ACTIONS BY FCC

WSGN-FM Birmingham, Ala.—Jemison Bcstg. Co. granted STA for waiver of rules to permit station to remain silent for 90 days. Granted April 19; announced April 25.

WTMA-FM Charleston, S. C.—Atlantic Coast Bcstg. Corp. of Charleston granted CP to change ERP from 15 kw to 10 kw. Granted April 19; announced April 25.

Ownership Changes . . .

ACTIONS BY FCC

KCOY Santa Maria, Calif.—News-Press Pub. Co. granted voluntary assignment to Arenze Bcstrs. for $34,000. Principals include Pres. **James H. Ranger** (37%); Vice Pres.-Treas. **Ed. J. Zuchelli** (38%), and Sec. **Frank J. Nesmith** (25%), all employes at KXOB Stockton, Calif. Granted April 27.

KBIF Fresno, Calif.—John H. Poole tr/as John Poole Bcstg. Co. granted voluntary assignment from sole proprietorship to corporation John Poole Bcstg. Co. Granted April 21; announced April 25.

WDQN Du Quoin, Ill.—Leonard M. Johnson & L. M. Johnson d/b as Ava Bcstg. Co. granted voluntary assignment of license to M. R. Lankford tr/as Du Quoin Bcstg. Co. for $30,000. Mr. Lankford is owner of WRAY Princeton, Ind., and WCBQ Sarasota, Fla., and stockholder of WRAY-TV Princeton. Granted April 27.

WKAI Macomb, Ill.—The Macomb Bcstg. Co. granted voluntary transfer of 50% of stock from William E. Schons and Edward Schons to A. B. Bush. Consideration is cancellation of $17,414 loan. Also involved is KLIL Estherville, Iowa. Mr. Bush is executive of Minn. Mining & Mfg. Co. and director of KSTP-AM-TV St. Paul. Edward Schons retains remaining 50% interest. Granted April 27.

KLIL Estherville, Iowa—Estherville Bcstg. Corp. granted voluntary transfer of 50% of stock from William E. Schons and Edward Schons to A. G. Bush. Consideration is cancellation of $20,000 loan. Also involved is WKAI Macomb, Ill. Mr. Bush is executive of Minn. Mining & Mfg. Co. and director of KSTP-AM-TV St. Paul. Edward Schons retains remaining 50% interest. Granted April 27.

KLOU Lake Charles, La.—The Pelican Bcstg. Co. granted voluntary transfer of control to Gulf Bcstg. Co. through sale of all stock for $85,000. Principals include Pres. **G. T. Owen Sr.** (50%), pres.-stockholder WIBR Baton Rouge, La., and Vice Pres. **Robert Earle** (50%), vice pres.-stockholder WIBR. Granted April 27.

WJIM-AM-TV Lansing, Mich.—WJIM Inc. granted voluntary transfer of control to Harold F. Gross and family in contemplation of sale of 193,000 shares of stock to public. The Gross family will retain 51.1% interest. Granted April 20.

KDLM Detroit Lakes, Minn.—Detroit Lakes Bcstg. Corp. granted voluntary transfer of control to Garfield L. Fox & Lester N. Dale through sale of all stock for $30,400. Principals in equal partnership include **Garfield L. Fox,** former sales manager KFGO Fargo, N. D., and **Lester N. Dale,** physician. Granted April 27.

WALK-AM-FM Patchogue; WRIV Riverhead, N. Y.—Suffolk Bcstg. Corp. granted voluntary transfer of 50% of voting stock from Mrs. Julia D. Macy to her husband W. Kingsland Macy for $250. Mr. Macy is banker and in real estate. Granted April 27.

KBKR Baker, Ore.—Inland Radio Inc. granted voluntary assignment of license to Oregon Trail Bcstg. Inc. for $65,000. Principals include Pres. **Kenneth B. Lockwood,** manager of KBKR; Vice Pres. **Ruth H. Jacobs** (99.9%), vice pres. of KBKR, and Sec.-Treas. **Barbara J. Lockwood.** Granted April 27.

KSYD Wichita Falls, Tex.—Grayson Enterprises granted voluntary transfer of 25% interest to Nat Levine for cancellation of $9,280 debt. Messrs. Levine and Sidney A. Grayson will now each own 50% interest. Granted April 21; announced April 25.

KODI Cody, Wyo.—Absaroka Bcstg. Co. granted voluntary assignment of license to Park Bcstrs. Inc. for $25,000. Principals include Pres. **R. B. Croft** (⅓), dentist; Vice Pres. **W. E. Killmer** (⅓), former news editor-salesman of KALE Richland, Wash., and Sec. **R. B. Beall** (⅓). Granted April 27.

APPLICATIONS

KROY Sacramento, Calif.—KROY Inc. seeks voluntary transfer of control to Robert W. Dumm through purchase of 80% interest for $97,500 which includes $40,000 obligations owed selling stockholders. Mr. Dumm is vice president of Sacramento Bcstrs. Inc., operator of KXOA Sacramento. Filed April 19.

WBBA Pittsfield, Ill.—Pike Bcstg. Co. seeks voluntary transfer of 25% interest from Keith Moyer to G. B. Meyer for $21,875. Mr. Meyer is local farm owner and banker. Mr. Moyer will now own 55% interest. Filed April 22.

WBBA Pittsfield, Ill.—Pike Bcstg. Co. seeks transfer of stock from Keith Moyer to Sam Morton and Caterina Chesi. Morton and Chesi each purchase an additional 5% interest for $2,000 and will each now own 10% interest. Mr. Moyer will own 80%. Filed April 22.

WIRY Plattsburg, N. Y.—Clinton County Bcstg. Corp. seeks voluntary transfer of control to Joel H. Scheier and his son-in-law Martin L. Schulman through purchase by Mr. Scheier of 10% interest from Armand A. Mancuso for $4,500. Mr. Scheier will now own 43⅓% interest and Mr. Schulman owns about 11⅔%. Filed April 20.

Hearing Cases . . .

INITIAL DECISION

WTHT (TV) Wilmington, N. C.—FCC hearing examiner Basil P. Cooper issued initial decision looking toward denial of the application of Wilmington Television Corp. for extension of time to complete construction of tv station WTHT (TV) (ch. 3) Wilmington. Action April 27.

OTHER ACTIONS

WSLA (TV) Selma, Ala.—FCC designated for hearing on May 27 application for mod. of CP to move transmitter and studio to a location 50 miles from Selma and 23 miles from Montgomery, and increase antenna height to 1,993 ft., and change transmitter and antenna (ch. 8). Commissioner Hennock dissented; Commissioner Bartley dissented to that portion of the order which finds the applicant financially qualified. Action April 27.

Functional Music Rules Stayed—On petition by WWDC Inc. (WWDC-FM), Washington, D. C. the Commission, by Order, stayed the effectiveness of its rules authorizing fm broadcasters to engage in functional music operations as of May 2, for 30 days, pending determination on a petition for reconsideration and modification to be filed by WWDC (Docket 10832). Action April 27.

Functional Fm—New FCC Form. By Order, the Commission amended Part 1 of its rules, effective May 2, adopting a new FCC Form 318 "Request for Subsidiary Communications Authorizations" (SCA), pursuant to Report and Order of March 22 which established subsidiary communications authorizations to permit fm stations to engage in functional music operations and similar activities under certain specified conditions (Docket 10832). Commissioner Hennock not voting. Action April 27.

Atlanta, Ga.—FCC designated for hearing application of Greater South Bcstg. Co. for a new am station on 1460 kc 1 kw daytime; made WPNX Phenix City, Ala.-Columbus, Ga. party to the proceeding. Action April 27.

Peoria, Ill.—Ch. 8 proceeding. FCC by order denied petition filed April 13 by Hilltop Bcstg. Co. and West Central Bcstg. Co. requesting postponement of oral argument scheduled for May 2 on applications by WMBD Inc. and WIRL Television Co. for new tv station on ch. 8 in Peoria, Ill. Action April 26.

St. Louis, Mo.—Ch. 11 proceeding. FCC by memorandum opinion and order denied a joint petition filed Nov. 29, 1954, by St. Louis Telecast Inc., 220 Television Inc., and Broadcast House Inc., for review of certain rulings the examiner made in connection with a number of changes in the ownership of tv interests by Columbia Bcstg. System Inc., which took place after the date of the original testimony with respect to such ownership in the St. Louis, Mo., tv ch. 11 proceeding. Action April 20.

KLAS Las Vegas, Nev.—Las Vegas Bcstrs. Inc. FCC by order denied request for waiver of section 3.28 (c) of the rules and dismissed bid to change from 1230 kc 250 w unlimited to 1010 kc 1 kw night, 5 kw day, directional night, unlimited. Action April 27.

Radio-Astronomy Frequency Requirements—FCC invites comments on or before July 1, 1955, to solicit information to serve as the basis for determining whether rule-making procedure should be instituted regarding protection to radio-astronomy. Action April 21.

Subscription Tv—On petition by the International Telemeter Corp., the Commission granted extension of time for filing comments in the matter of Subscription Television Service (Docket 11279) from May 9 to June 9; and extended to July 11 the time for filing replies to original comments. Action April 21.

Spartanburg-Greenville, S. C.—FCC by order denied (1) petition for review filed by Greenville Television Co., WGVL (TV) Greenville, S. C., requesting reversal of examiner's order denying motion for continuance of hearing on application of the Spartan Radiocasting Co. for mod. of CP of station WSPA-TV Spartanburg, S. C., and (2) motion by Greenville for immediate stay of commencement of hearing. Action April 25.

Whitefish Bay, Wis.—Ch. 6 proceeding. FCC Examiner James D. Cunningham granted petition of Cream City Bcstg. Co. for dismissal of its bid for new tv station on ch. 6 at Whitefish Bay; also granted motion of Midwest Bcstg. Co. to withdraw its motion to intervene in proceeding. Action April 22; announced April 27.

Routine Roundup . . .

April 21 Decisions

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley on April 14

KXLA Pasadena, Calif., Pacific Coast Bcstg. Co.—Granted petition of KXLA for an extension of time to May 25 in which to file exceptions to initial decision in re Dockets 9594-95.

By Hearing Examiner J. D. Bond on April 19

Eatontown, N. J., Harold M. Gade; Long Branch, N. J., Monmouth County Bcstrs.—Granted petition of Gade requesting resumption of further prehearing conference in re (Dockets 11124-25), and ordered same to convene on April 27.

By Hearing Examiner James D. Cunningham

WROW-AM-TV Albany, N. Y., Hudson Valley Bcstg. Co.—The Examiner, on his own motion, continued from April 25 to May 9 the hearing in re application for transfer of control (Docket 11243) (Action of 4/18).

Greenville, S. C., Greenville Television Co.—Denied motion for continuance of hearing now scheduled for April 25 in re application of WSPA-TV Spartanburg, S. C., for mod. of CP (Docket 11314) (Action of 4/19).

By Hearing Examiner Elizabeth C. Smith

KNBY Newport, Ark., Newport Bcstg. Co.—On motion of applicant, adjourned pretrial conference from April 12 to May 3; and the hearing presently scheduled for April 26 is continued to May 9, in re am CP (Docket 10883) (Action of 4/12).

Broadcast Bureau—Granted petition requesting certain corrections to be made in transcript of evidence in the proceeding re application of Carbon-Emery Bcstg. Co., Price, Utah, for new am station (Docket 10739) (Action of 4/19).

By Examiner Hugh B. Hutchison on April 15

Mayaguez, P. R., Ponce De Leon Bcstg. Co. of P. R.—Granted motion for continuance of hearing from April 25 to June 10, in re applications for ch. 3 (Dockets 11287 et al).

By Examiner William G. Butts on April 20

WDNH Dover, N. H., Granite State Bcstg. Co.—Ordered that the hearing scheduled for April 27 be continued to May 2 in re application (Docket 11322).

April 21 Applications

ACCEPTED FOR FILING

Modification of CP

WBRD Ft. Lauderdale, Fla., Broward Bcstg. Co.—Mod. of CP (BP-8164) as modified, which authorized increase power; change hours of operation; install DA-DN and install a new transmitter for extension of completion date (BMP-6816).

WQIK Jacksonville, Fla., Telerad Inc.—Mod. of CP (BP-9168) as modified which authorized new standard broadcast station for extension of completion date (BMP-6817).

KBEC Waxahachie, Tex., W. Richard Tuck Jr., James B. Branch Jr. and Roy M. Fish d/b as Ellis County Bcstg. Service—Mod. of CP (BP-9351) which authorized new standard broadcast station for extension of completion date (BMP-6818).

Renewal of License

KROF Abbeville, La., Abbeville Bcstg. Service Inc.—(BR-2030).

WSMB New Orleans, La., WSMB Inc.—(BR-448).

WJDX Jackson, Miss., Lamar Life Insurance Co.—(BR-1952).

Remote Control

WJIV Savannah, Ga., WJIV Inc.—(BRC-706).

KNUZ Houston, Tex., Vetcrans' Bcstg. Co.—(BRC-704).

Modification of CP

KOOL-TV Phoenix, Ariz., Maricopa Bcstrs. Inc.—Mod. of CP (BPCT-778) as mod., which authorized new tv station to extend completion date to 11-20-55 (BMPCT-3059).

WNHC-TV New Haven, Conn., The Elm City Bcstg. Corp.—Mod. of CP (BPCT-1881) which authorized auxiliary transmitter and antenna at main transmitter site to extend completion date to 11-16-55 (BMPCT-3056).

WSUN-TV St. Petersburg, Fla., City of St. Petersburg, Fla.—Mod. of CP (BPCT-665) as mod. which authorized new tv station to extend completion date to 11-24-55 (BMPCT-3060).

WRDW-TV Augusta, Ga., Radio Augusta Inc.—Mod. of CP (BPCT-1086) as mod., which authorized new tv station to extend completion date to 8-16-55 (BMPCT-3055).

WIND-TV Chicago, Ill., WIND Inc.—Mod. of CP (BPCT-187) as mod., which authorized new tv station to extend completion date (BMPCT-3062).

WSIL-TV Harrisburg, Ill., Turner-Farrar Association—Mod. of CP (BPCT-1323) as mod., which authorized new tv station to extend completion date to 11-1-55 (BMPCT-3050).

KGTV (TV) Des Moines, Iowa, Rib Mountain Television Inc.—Mod. of CP (BPCT-3061) as mod., which authorized new tv station to extend completion date (BMPCT-3061).

WITH-TV Baltimore, Md., WITH-TV Inc.—Mod. of CP (BPCT-1338) as mod., which authorized new tv station to extend completion date to 11-14-55 (BMPCT-3053).

WTVE (TV) Elmira, N. Y., John S. Booth and Thompson K. Cassel, d/b as Elmira Television—Mod. of CP (BPCT-1161) as mod., which authorized new tv station to extend completion date to 11-19-55 (BMPCT-3057).

WDAY-TV Fargo, N. D., WDAY Inc.—Mod. of CP (BPCT-740) as mod., which authorized new tv station to extend completion date to 7-31-55 (BMPCT-3051).

WFMJ-TV Youngstown, Ohio, The Vindicator Printing Co.—Mod. of CP (BPCT-948) as mod., which authorized new tv station to extend completion date to 11-13-55 (BMPCT-3052).

WSBA-TV York, Pa., Susquehanna Bcstg. Co.—Mod. of CP (BPCT-302) as mod., which authorized new tv station to extend completion date to 11-22-55 (BMPCT-3054).

WBTM-TV Danville, Va., Piedmont Bcstg. Corp.—Mod. of CP (BPCT-643) as mod., which authorized new tv station to extend completion date to 11-20-55 (BMPCT-3058).

April 22 Applications

ACCEPTED FOR FILING

Modification of CP

WLCO Eustis, Fla., S. A. Shikany and Reggie B. Martin d/b as Lake County Bcstg. Co.—Mod. of CP (BP-9374) which authorized new standard broadcast station for extension of completion date (BMP-6820).

WTCM Traverse City, Mich., Midwestern Bcstg. Co.—Mod. of CP (BP-9452) which authorized installation of new transmitter for extension of completion date (BMP-6821).

KRMW The Dallas, Ore., Radio Mid-Columbia Inc.—Mod. of CP (BP-8791) which authorized new standard broadcast station to change type transmitter and operate by remote control (BMP-6823).

KWHO Salt Lake City, Utah, William W. Phillips—Mod. of CP (BP-9364) as mod., which authorized new standard broadcast station for extension of completion date (BMP-6824).

Renewal of License

KWRF Warren, Ark., Pines Bcstg. Co.—(BR-2862).

Remote Control

WGSM Huntington, N. Y., Huntington-Montauk Bcstg. Co.—(BRC-707).

Application Returned

Magee, Miss., F. W. Mitchell tr/as Mitchell Bcstg. Co.—CP for new standard broadcast station on 1470 kc with power of 1 kw daytime hours of operation (engineering dated after Section I).

License for CP

WCTA-FM Andalusia, Ala., Andalusia Bcstg. Co.—License to cover CP (BPH-2001) which authorized changes in licensed fm station (BLH-1046).

Modification of CP

WPRO-FM Providence, R. I., Cherry & Webb Bcstg. Co.—Mod. of CP (BPH-1784) as mod., which authorized changes in licensed station for extension of completion date (BMPH-4992).

April 25 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of April 22

Remote Control

WGSM Huntington, N. Y., Huntington-Montauk Bcstg. Co.—Granted authority to operate transmitter by remote control.

Modification of CP

The following were granted mod. of CPs for extension of completion dates as shown:

KBEC Waxahachie, Tex., to 8-22-25; WQIK Jacksonville, Fla., to 7-19-55.

Actions of April 21

Remote Control

KNUZ Houston, Tex., Veterans' Bcstg. Co.—Granted authority to operate main and alternate transmitters by remote control.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

WDAY-TV Fargo, N. D., to 11-13-55; WFMJ-TV Youngstown, Ohio to 11-13-55; WSIL-TV Harrisburg, Ill., to 11-11-55; WRDW-TV Augusta, Ga., to 11-16-55.

Actions of April 20

License

WBUD Trenton, N. J., Morrisville Bcstg. Co.—Granted license covering increase in day power, change transmitter and make changes in day DA (BL-5658).

Remote Control

The following were granted authority to operate transmitters by remote control:

WKBJ Milan, Tenn.; KWEM Memphis, Tenn.; KVBC Farmington, N. M.; WHSC Hartsville, S. C.

Modification of CP

The following stations were granted extension of completion dates as shown:

KWWL-TV Waterloo, Iowa, to 11-3-55; KNOX-TV Grand Forks, N. D., to 11-10-55; WNVT Montpelier, Vt., to 11-12-55; WSM-TV Nashville, Tenn., to 12-4-55.

Actions of April 19

Modification of CP

The following were granted extension of completion dates as shown:

KCCC-TV Sacramento, Calif., to 11-3-55; WTIV Titusville, Pa., to 11-8-55; WNAO-TV Raleigh, N. C., to 11-7-55; KETC (TV) St. Louis, to 11-6-55; KULA-TV Honolulu, to 11-1-55; KOA-TV Denver, to 11-9-55; KTTV (TV) Los Angeles, to 11-3-55.

Actions of April 18

Granted License

WDVH Gainesville, Fla., The Decatur Bcstg. Co.—Granted license covering change from DA to non-DA (BL-5667).

WCLA Colonial Heights-Petersburg, Va., Harry A. Epperson Jr.—Granted license for am station; 1290 kc, 1 kw-D (BL-5663).

STA

WDLP-FM Panama City, Fla., Panama City Bcstg. Co.—Granted extension of special temporary authority to operate a minimum of three hours daily between 6 a.m. and 6 p.m. for a period of six months from April 21.

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown:

KKTV (TV) Colorado Springs, Colo., to 10-26-55; KRBB El Dorado, Ark., to 10-24-55; WCOS-TV Columbia, S. C., to 10-30-55; WBOC-TV Salisbury, Md., to 11-11-55; WXEL (TV) Cleveland, Ohio, to 10-30-55.

April 25 Applications

ACCEPTED FOR FILING

License for CP

KXJK Forrest City, Ark., Forrest City Bcstg. Co.—License to cover CP (BP-9516) which authorized installation of new antenna and transmitter at National Bank Building, 109 North Washington St., Forrest City, to be operated on 950 kc, power 250 w, for auxiliary only (BL-5692).

KBIF Fresno, Calif., John H. Poole tr/as John Poole Bcstg. Co.—License to cover CP (BP-9714) which replaced expired CP (BP-8410) as mod., which authorized changes in antenna system and change transmitter, studio and station location (BL-5698).

WDBO Orlando, Fla., Orlando Bcstg. Co.—License to cover CP (BP-9103) as mod., which authorized change transmitter location and change non-directive radiator for daytime operation from north tower to south tower (BL-5689).

KSGM Ste. Genevieve, Mo., Donze Enterprises Inc.—License to cover CP (BP-8488) as mod., which authorized change from employing DA both day and night (DA-1) to DA night use only (DA-N) (BL-5696).

KTTN Trenton, Mo., S. W. Arnold, Samuel A. Burk and Sam M. Arnold a partnership d/b as Trenton Bcstg. Co.—License to cover CP (BP-9093) as mod., which authorized new standard broadcast station (BL-5691).

WLDB Atlantic City, N. J., Leroy Bremmer and Dorothy Bremmer d/b as Atlantic City Bcstg. Co.—License to cover CP (BP-8090) as mod., which authorized new standard broadcast station (BL-5693).

WMNC Morgantown, N. C., Nathan J. Cooper—License to cover CP (BP-9458) as mod., which authorized change frequency, power, hours of operation and install new transmitter (BL-5695).

KPLK Dallas, Ore., Polk County Bcstrs. Inc.—License to cover CP (BP-9456) which authorized new standard broadcast station (BL-5697).

KCAR Clarksville, Tex., Robert Wagner and Owen H. Cowan d/b as Texo Bcstg. Co.—License to cover CP (BP-7997) as mod., which authorized new standard broadcast station (BL-5700).

RENEWAL OF LICENSE

WTIX New Orleans, La., Mid-Continent Bcstg. Co.—(BR-2685).

Modification of CP

KMJ-TV Fresno, Calif., McClatchey Bcstg. Co.—Mod. of CP (BPCT-449) as mod., which authorized new tv station to extend completion date to 11-15-55 (BMPCT-3072).

KFXJ-TV Grand Junction, Colo., Western Slope Bcstg. Co.—Mod. of CP (BPCT-1305) as mod., which authorized new tv station to extend completion date to 8-22-55 (BMPCT-3069).

WETV (TV) Washington, D. C., Washington Metropolitan Television Corp.—Mod. of CP (BPCT-1518) which authorized new tv station to extend completion date to 10-21-55 (BMPCT-3066).

WEEK-TV Peoria, Ill., West Central Bcstg. Co.—Mod. of CP (BPCT-701) as mod., which authorized new tv station to extend completion date to 7-1-55 (BMPCT-3074).

WBRZ (TV) Baton Rouge, La., Louisiana Television Broadcasting Corp.—Mod. of CP (BPCT-1665) as mod., which authorized new tv station to extend completion date to 11-25-55 (BMPCT-3063).

WINR-TV Binghamton, N. Y., Southern Tier Radio Service Inc.—Mod. of CP (BPCT-892) which authorized new tv station to extend completion date to 11-29-55 (BMPCT-3064).

WBRE-TV Wilkes-Barre, Pa., WBRE-TV Inc.—Mod. of CP (BPCT-134) as mod., which authorized new tv station to extend completion date to Aug. 1955 (BMPCT-3068).

WJAR-TV Providence, R. I., The Outlet Co.—Mod. of CP (BPCT-772) as mod., which authorized changes in facilities of existing tv station to extend completion date to 12-3-55 (BMPCT-3067).

KFJZ-TV Ft. Worth, Tex., Texas State Network Inc.—Mod. of CP (BPCT-571) which authorized new tv station to extend completion date to 11-17-55 (BMPCT-3073).

WTVS (TV) Detroit, Mich., Detroit Educational Tv Foundation—Mod. of CP (BPET-37) as mod., which authorized new educational tv station to extend completion date to 8-30-55 (BMPET-73).

April 26 Applications

ACCEPTED FOR FILING

Renewal of License

KPOC Pocahontas, Ark., Pocahontas Radio Inc.—(BR-2600).

WHNY McComb, Miss., WSKB Inc.—(BR-1008).

WKJG-FM Ft. Wayne, Ind., Northeastern Indiana Bcstg. Co.—(BRH-164).

WCMI-FM Ashland, Ky., Ashland Bcstg. Co.—(BRH-355).

WTPR-FM Paris, Tenn., Paris Bcstg. Co.—(BRH-753).

WHA-FM Madison, Wis., State of Wisconsin-State Radio Council—(BRED-11).

April 27 Decisions

BROADCAST ACTIONS

By the Commission en banc

Granted License

KXJB-TV Valley City, N. D., North Dakota Bcstg. Co.—Granted license to cover tv operation on ch. 4 (BLCT-261).

Renewal of License

The following stations were granted renewal of licenses for the regular period: WLBS Birmingham, Ala.; WOBS Jacksonville, Fla.; WMJM Cordele, Ga.; WACL Waycross, Ga.; WJAZ Albany, Ga.; WTJH East Point, Ga.; WEAS Decatur, Ga.; WGOV Valdosta, Ga.; WJIV Savannah, Ga., and WDMG Douglas, Ga.

McFarland Letter

WMIE Miami, Fla., Sun Coast Bcstg. Corp.—Is being advised that its application for renewal of license indicates necessity of a hearing.

ACTIONS ON MOTIONS

By Examiner Herbert Sharfman

Broadcast Bureau granted motion to the extent that a prehearing conference is scheduled for May 20 in re application of Lake Shore Bcstg. Co. (WSHE), Sheboygan, Wis.; in all other respects the motion is denied (Docket 10960) (Action of April 22).

By Examiner J. D. Bond on April 25

Broadcast Bureau granted petition to correct the transcript in certain respects in re application of WFPA Fort Payne, Ala. (Docket 11213), so as to incorporate 52 changes as shown in Appendix A; insofar as petition requests that transcript be corrected in the respects shown in Appendix B it is denied.

By Examiner H. Gifford Irion on April 20

Charlotte, N. C., Radio Station WSOC Inc., et al—Granted oral request for continuance of date for filing proposed findings from April 26 to April 29, and reply findings from May 10 to May 13 in re ch. 9 (Dockets 8837 et al.).

By Examiner James D. Cunningham on April 26

Dallas, Tex., Texas Star Bcstg. Co.; Houston, Tex., KTRH Bcstg. Co. (KTRH)—Granted petition of Texas Star to dismiss its am application without prejudice (Docket 8258; BP-5820), and removed from hearing status am application of KTRH Bcstg. Co. (KTRH) and returned to appropriate processing line for standard broadcast stations (Docket 8753; BP-6525).

April 27 Applications

ACCEPTED FOR FILING

CP

WRLD Lanett, Ala.-West Point, Ga., Valley Bcstg. Co.—CP to replace expired CP (BP-9129) which authorized changes in the antenna system (BP-9797).

Mod. of CP

WRLD Lanett, Ala.-West Point, Ga., Valley Bcstg. Co.—Mod. of CP (BP-9797) as reinstated which authorized changes in the antenna system to change type transmitter. (Contingent on grant of BP-9797) (BMP-6812).

WJBK Detroit, Mich., Storer Bcstg. Co.—Mod. of CP (BP-6235) as modified, which authorized change in frequency; increase in power, installation of new transmitter and directional antenna for day and night use and change transmitter location for decrease in night time power from 5 kw to 1 kw and make changes in daytime directional antenna pattern (BMP-6825).

KTIX Seattle, Wash., W. Gordon Allen—Mod. of CP (BP-8674) as modified, which authorized new standard broadcast station to change antenna-transmitter location and studio location to On Lake Washington Blvd., Lake Washington Shipyards at Houghton, Washington, and change transmitter (BMP-6819).

Remote Control

WALA Mobile, Ala., Pape Bcstg. Co.—(BRC-709).

KIMO Independence, Mo., Craig Siegfried—(BRC-708).

WDXE Lawrenceburg, Tenn., Lawrenceburg Bcstg. Co.—(BRC-710).

Applications Dismissed

WJBK Detroit, Mich., Storer Bcstg. Co.—CP to request power of 1 kw night and 10 kw daytime, employing directional antenna day and night (DA-2) on 1500 kc. (Superseded by BMP-6825) (BP-9603).

WMPM Smithfield, N. C., J. F. Horton and J. S. Townsend d/b as Selma-Smithfield Bcstg. Co.—CP to install new vertical antenna and make changes in the antenna system (increase in height) at request of applicant (BP-9664).

Mod. of CP

KSBR (FM) San Bruno, Calif., Television Diablo Inc.—Mod. of CP (BPH-1018) as mod which authorized new fm station for extension of completion date (BMPH-4994).

Renewal of License

WHOP-FM Hopkinsville, Ky., Hopkinsville Bcstg. Co.—(BRH-200).

License for CP

WICS (TV) Springfield, Ill., Plains Television Corp.—License to cover CP (BPCT-1101) as mod. which authorized a new tv station (BLCT-296).

UPCOMING

MAY

May 2: RAB Clinic, Chicago.
May 3: RAB Clinic, Peoria, Ill.
May 3-6: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.
May 4: RAB Clinic, Louisville, Ky.
May 5: RAB Clinic, Indianapolis, Ind.
May 5-8: American Women in Radio & Television Annual Convention, Drake Hotel, Chicago.
May 6: RAB Clinic, Fort Wayne, Ind.
May 12: Baltimore Community Educational Tv Inc. dinner, Emerson Hotel, Baltimore.
May 16: RAB Clinic, Trenton, N. J.
May 17-18: *Chicago Tribune* Forum on Distribution and Advertising, WGN studio, Chicago.
May 17: RAB Clinic, Philadelphia.
May 18: RAB Clinic, Pittsburgh.
May 19: RAB Clinic, Buffalo, N. Y.
May 20: RAB Clinic, Syracuse, N. Y.
May 22: Radio Pioneers Banquet, Washington.
May 22-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.
May 23: Community Broadcasters Assn., Shoreham Hotel, Washington.
May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.
May 31: RAB Clinic, St. Louis.

JUNE

June 1: RAB Clinic, Wichita, Kan.
June 2: RAB Clinic, Denver.
June 3: RAB Clinic, Salt Lake City.
June 5-8: Adv. Federation of America golden anniversary convention, Palmer House, Chicago.
June 5-8: Alpha Delta Sigma convention (adv. fraternity), Palmer House, Chicago.
June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.
June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okaboji.
June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.
June 13: RAB Clinic, New York.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: RAB Clinic, Hartford, Conn.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 15: RAB Clinic, Boston.
June 16: RAB Clinic, Manchester, N. H.
June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.
June 17: BMI Clinic, Edgewater Beach Hotel, Detroit Lakes, Minn.
June 17: RAB Clinic, Bangor, Me.
June 17-18: Colorado Broadcasters Assn. meeting, Denver Hotel, Glenwood Spring.
June 20-22: National Assn. of Tv & Radio Farm Directors meeting, Washington.
June 20-July 1: WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 21: Television News Institute, Northwestern U., Evanston, Ill.
June 24-25: Virginia Assn. of Broadcasters, Engleside Hotel, Staunton.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.

JULY

July 1: RAB Clinic, Cedar Rapids, Iowa.
July 11-31: Institute in Live & Filmed Tv, U. of Miami, Coral Gables, Fla.
July 18-29: WSM-Peabody Tv Workshop, Peabody College, Nashville, Tenn.

(RAB Clinics are scheduled through Nov. 18.)

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.

SEPTEMBER

Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.

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RADIO

Help Wanted

Managerial

Commercial manager. $75.00 draw against 15% commission plus bonus arrangement. Must be producer. Send details, references and recent photo at once. Here's your opportunity to graduate to management in a short time if you really produce. Reply Box 225A, B•T.

Expanding broadcasting organization, owning three stations, wants manager for 5 kw major market independent outlet in one of the top ten markets. Desire experienced manager with proven sales record. Salary, bonus and other fringe benefits. Write full details of experience and background. Box 244A, B•T.

Opening for commercial and assistant manager, Radio Station WABG, 1000 watts, Greenwood, Mississippi. Apply in your own handwriting, giving qualifications, references, minimum starting salary.

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RADIO

Help Wanted—(Cont'd)

Commercial manager for progressive independent. Will also serve as assistant to general manager for three station group. Accent on personality, sales ability, and previous experience. Excellent opportunity with above average recompense. Apply in writing giving full details on background and experience, to General Manager, North Country Station of Vermont, St. Johnsbury, Vermont.

Salesmen

Florida coastal independent wants young self-starting experienced radio account executive looking for challenge and opportunity. Excellent commission rate. No high pressure men or women. Protected accounts. Box 749G, B•T.

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

50kw clear channel major network affiliate offers opportunity for live-wire regional salesman, experienced in agency calling, as well as local sales. Medium size midwestern city offers ideal living conditions. Draw commensurate with ability and experience. Send resume, include age, education, experience, etc. Write Box 299A, B•T.

Immediate opening for experienced radio time salesman at 5000 watt network Alaska affiliate. Salary and/or commission. Prefer single man. Excellent opportunity congenial surroundings. Send photo and enclose particulars, first letter. Box 307A, B•T.

Radio-tv time buyer. Male, wanted by large New York 4-A agency. Must have at least 4 years' varied experience in network and national spot buying. Please submit resume and salary desired. All replies will be treated confidentially. Box 317A, B•T.

We need top salesman. Excellent future for good producer. KASI, Ames, Iowa.

Salesman who can also do play-by-play sports can start immediately at $75.00 weekly with increases as merited. Radio Station KOCA, Kilgore, Texas.

Deep south, progressive, fulltime independent serving excellent Mississippi delta area. Need conscientious salesman. Send resume to Bruce Gresham, WCLD, Cleveland, Mississippi.

Radio time salesman. Attractive commission. Must be able to write own continuity and have car. Write Lewis LaMar, Assistant General Manager, WNMP, Evanston, Ill.

Salesman—salary, commission, profit sharing plan. Must be experienced. List of accounts to start. WPAZ, Pottstown, Pa.

Experienced salesman . . . chance to become station manager . . . we have five stations . . . must be able to write commercial copy, sell and service . . . be resourceful with ideas. Clean character, hustler and producer. Salary $100 weekly plus incentive benefits. Apply in confidence to J. A. Gallimore, Seneca, S. C.

Sales engineer—manufacturer of broadcast and other electronic equipment, located near Washington, D. C., requires young man for sales engineer work. No travel required. Reply: Personnel Department, Nems-Clarke, Incorporated, 919 Jesup-Blair Drive, Silver Spring, Md. Phone JU 5-8300.

The OK group always has an opening for a good salesman. Top ratings, aggressive promotion, heavy merchandising, make our stations highly saleable. Our markets are good and we enjoy excellent billings in all markets. We have immediate openings at two of our stations for eager aggressive salesmen. Guaranteed base, commission, and yearly bonus. Write giving full details including recent photo and references. The OK Group, 505 Baronne St., New Orleans 12, Louisiana.

Announcers

Humorous DJ—Fast flowing ad lib. Jovial, full of fun, infectious personality. Production minded. Actor background. Single. For Pa., N. Y., Michigan, Ohio, Illinois area. Box 933G, B•T.

RADIO

Help Wanted—(Cont'd)

Good quality announcer. Restricted license considered. Morning shift, 5000 watt fulltime. Great Lakes region. Send tape, photo, resume. Box 252A, B•T.

Morning DJ with five years experience in radio. Top air salesman and all around radio man including sales. Michigan kw. Immediate opening. Send audition complete background, references. Box 274A, B•T.

Wanted dependable, married, night duty experienced, staff announcer. ABC Network. Texas. Send resume. Box 318A, B•T.

Kentucky independent station. Need staff announcer. Salary reasonable. Some overtime. Experience not necessary, but desirable. Box 345A, B•T.

Announcer-news editor. Must gather, write local news, deliver authoritative newscast. Journalism training preferred but not essential. Must be from south. Salary $65.00 with increase $75.00 six month. Contact KCFH, Cuero, Texas.

We're looking for a man who may not even exist! But . . . it could be you! If you want to go places in local radio . . . if you don't aspire to top DJ on the networks . . . are a good combo man with a 1st class ticket . . . and you want to be elevated to managerial status almost immediately . . . give us a ring. You've got to have experience, bring your wife and family along, and stay put! Northwestern California and southwestern Oregon are booming and we're booming with it. We've got to have a man who can come along with us. KCRE, Crescent City, California.

Need immediately: PD, experienced with indie operation. Must be on the ball, good announcer, willing to work. Also DJ morning man in midwest. Gimmicks, colorful, good voice. Pay excellent. State full particulars, tape, salary requirements first letter. Send to Gene Edwards, KLIF, Dallas, Texas.

Good announcer or combo man, minimum one year's experience. Co tact Bill Jaeger, WJWL, Georgetown, Delaware.

Wanted: Announcer-salesman, must be top-flight man for top-flight independent. Send audition, photo and complete background to R. L. Statham, WJXN, Jackson, Miss.

Combination announcer-continuity with 3rd class ticket. Should be famliiar with combination board and turntable. Good knowledge of classical, light classical music essential. Minimum of two years experience for permanent position. Write Lewis LaMar, Assistant General Manager, WNMP, Evanston, Ill.

Experienced announcer needed at $80.00 per week. Rush audition and qualifications to WOOF, Dothan, Alabama.

Wanted: Experienced staff announcer, strong on commercials, news and play-by-play sports. Excellent opportunity for local and college play-by-play sports. Send "off the air" tape, complete details, and photograph, salary expected. Immediate opening. Contact Bob McRaney, General Manager, Mid-South Network, telephone 2549, Columbus, Mississippi.

Technical

Combination, 1st phone for chief, remote control operation, experience as announcer, daytimer in Arkansas. Write Box 137A, B•T.

Opening for chief engineer-announcer. Prefer family man. Must be stable and qualified. Southern station. Salary $100.00 a week. Box 232A, B•T.

Chief engineer. 250 watt am independent. Must be experienced. Permanent position. WGIL, Galesburg, Illinois.

Help wanted—combo man, first class license, $85 per week starting. WKAM, Goshen, Indiana.

WOHO, Toledo, Ohio, needs experienced engineer. No combos. Directional antenna, fulltime. Good wages. 40 hours. Car necessary. Full details, photo, first letter. No calls.

Production-Programming, Others

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good voice; command of English; confidence you could learn to edit and write. Midwest. $80 to start. Box 990G, B•T.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Position now open—commercial copywriter with experience. Must write good sell copy and plenty of it. State salary, complete qualifications and background. Assume full charge of Continuity Department if qualified. No drifters or lush hounds. Radio Station KOEL, Oelwein, Iowa.

Continuity writer wanted for radio-television. Send copy sample, references, picture and biography. WINK-Radio-TV, Fort Myers, Florida.

Copywriter immediately. WVOS, Liberty, N. Y.

Situations Wanted

Managerial

Midwest—Wisconsin preferred. Now managing southern station—desire return north. Capable in sales, programming, supervision. Present employers recommend. Box 971G, B•T.

General manager thoroughly experienced, young, successful, fifteen years, all phases. Desires progressive small or medium market. South preferred. Excellent references. Box 975G, B•T.

Looking for clean-cut, sober manager? 10 years experience, all phases. 1st phone. Prefer small town. Permanent. Write Box 210A, B•T.

Hardworking sober family man wishes connection as manager or salesman with Carolina radio station. Present connection six years. Interview. Box 218A, B•T.

Program director-chief announcer; 7 years programming-production experience, number one station major market. Developed, produced, emceed highest Pulse rated DJ commercial show in market. Also on-camera tv experienced. Married, two children. Offer comprehensive radio background, references. Box 280A, B•T.

General manager. Successful salesman. Outstanding program director. Knows radio. Desires "future", not "position". Willing to invest limited amount in right opportunity. Box 283A, B•T.

$10,000 salary plus bonus buys 20 years expert know-how in all departments. Presently operating state's most successful daytimer in highly competitive area. Need new challenge in larger market. Impressive record. Box 291A, B•T.

Salesmen

Salesman, announcer, young, married, vet, car. Two years radio. Hard worker, presently salesmanager, small operation, climbing. Box 281A, B•T.

10 years sales, programming, administration. Early thirties, married. Looking for right permanent opportunity. Box 286A, B•T.

Salesman, experienced small markets. Sober, community-minded, middle age family man. No high pressure schemes, just steady worker for clean permanent business. Box 322A, B•T.

Announcers

Announcer, good voice, strong news and commercials. Young, personable, single. No tux—will travel. Box 213A, B•T.

Sports—staff announcer. Will pull regular shift plus talent on all sports. Excellent references for play-by-play. Employed. Box 222A, B•T.

Sports play-by-play my selling point. Can do good staff job too. Presently employed, contact Mike Wynn, Box 701, Logan, West Virginia. Phone 254.

Announcer—single, college grad, third phone. Tops in news and sports. Play-by-play. Willing to travel. Box 231A, B•T.

Negro—DJ, personality plus—program market. Conscientious staffer, pop specialty, strong commercials, listener appeal—3rd ticket—tape resume, references, Box 240A, B•T.

Production—DJist . . . 3 years experience . . . fluent . . . 22 . . . single . . . preferably midnight to dawn position. Box 275A, B•T.

Experienced announcer available. All phases broadcasting. Pleasing voice and personality. Box 278A, B•T.

DJ who can sell. Developed, produced, emceed highest Pulse-rated DJ commercial show in market. Also on-camera tv experience. 7 years programming-production experience, number one station major market. Experienced chief announcer. Married, two children, offer comprehensive radio background, references. Box 279A, B•T.

RADIO

Situations Wanted—(Cont'd)

Staff announcer, good commercial, sports, draft exempt, married with child. Box 282A, B•T.

Top-flight—tv, radio, commercial announcer, DJ, morning man available. Currently employed. Best references. Box 290A, B•T.

Massachusetts vicinity summer replacement experience announcer, vet, college degree, presently journalism major, strong on news, sports, copy. Box 303A, B•T.

Announcer: Deejay, thorough knowledge of music. Limited experience, trained by top professional, single, will travel, tape, resume. Box 310A, B•T.

Experienced announcer. Tape and resume on request. Midwest only please. Box 311A, B•T.

Announcer seeks staff position anywhere. Strong on news, commercials. Tapes available. Box 313A, B•T.

Staff announcer, news, sports, DJ, commercials, control board, third ticket. Married, veteran, will travel. Tape resume on request. Box 316A, B•T.

Announcer: 5 years, strong all phases. Reduced staff necessitates position. Excellent references. State salary. Tape, photo available. Also, board. Box 321A, B•T.

Superior, experienced announcer available. Good salary, working conditions required. Family. Box 326A, B•T.

Light experience, good news, commercials, 2 years sales, personable, married, interested in sports. Box 327A, B•T.

Girl DJ—all phases of broadcasting, including control board operation and continuity. Free to travel. Box 328A, B•T.

Mature, experienced announcer, deejay. Special events. Now available. Consider all. Box 329A, B•T.

Announcer, deejay, recent graduate. Not hot shot. Hard worker seeking opportunity—prove myself—asset—your station. Tape, resume. Box 330A, B•T.

Strong news and commercials, deejay work, veteran, college background. Box 331A, B•T.

Staff announcer, deep voice (draft exempt, 25), tv, 3rd ticket, tape. Box 332A, B•T.

Hard working, all around staff announcer, can handle any type DJ show. One year experience. Box 333A, B•T.

Staff announcer—three years experience. Versatile. Well versed in all phases of radio. Desire permanency. Box 334A, B•T.

Far west summer replacement announcer. Experienced. Mature. Also copy, production. Box 335A, B•T.

Summer replacement announcer. Experienced. Mature. Copy, production. Taught radio. Box 336A, B•T.

Sportscaster—rich radio voice—top air salesman—top sports commentary shows—colorful play-by-play football—baseball—basketball. Presently commercial manager (with air work) medium midwest market. Desire permanent change to sports (first love). Sales can be included in job—or PD can be included with sports. Have PD background. After 8½ years radio, want to settle with basic love—sports. Twenty-nine—married, two children—want permanent future in medium to large market. Require minimum between $110.00 to $125.00 week starting plus talent—or sales—depending upon set-up. Have done on camera work in part. If you have am-tv—or tv. Prefer midwest—east—southeast—or Florida. Box 337A, B•T.

Staff announcer who does good job on play-by-play. Single and has ability plus recomendations. Hard worker. Box 339A, B•T.

Announcer, well versed all phases. Single, veteran, will travel. Heavy sports. Looking for small station, good future. Community conscious. Tape upon request. Write Box 340A, B•T.

Livewire DJ, versatile, sports play-by-play, 28, married, vet, sincere, reliable, 2 years experience. Peter Franklin, 73 Propp Avenue, Franklin Square, Long Island, New York. Phone Floral Park 2-6286.

Negro DJ, tape, references, writing to: Jiving Jack, 111-41 Inwood Street, Jamaica, L. I., N. Y.

Sportscaster—4 years solid sports, 2½ years major league baseball, basketball, football, hockey. Top calibre man wants to relocate in southeast or east. Excellent delivery on play-by-play work. Top references. Tape, details on request. George Mac, 18 Van Corlear Place, New York 63, N. Y.

RADIO

Situations Wanted—(Cont'd)

Experienced announcer—top-notch DJ, relocating, versatile, strong on news and commercials. College. Tape, resume, references. No floaters. Contact: Dan Tyler, 19 Wardwell Street, Stamford, Conn.

Attention California only. Our loss is your gain. Top radio announcer available near future. Eleven years experience, age 32, married, voice and presentation outstanding. If you have real opening, here is your man. Audition, details and references available. Write grateful employer: Paramount Radio, 725 Union Arcade, Davenport, Iowa.

Staff announcers, board trained for heavy schedules. Pathfinder, 737 11th Street, N. W., Washington, D. C. ME 8-5255.

Technical

Engineer, first phone. Experienced with transmitter, control, recordings, remotes. Desire job with station offering security. Box 126A, B•T.

Qualified engineer desires relocation as chief, assistant chief or as maintenance man with chance for advancement. Seven years broadcast, 2 years extensive tv maintenance, all phases. Box 271A, B•T.

Chief engineer—am, remote control, maintenance. Mature, responsible, married man. Many years one station. Interested south. No announcing. Box 287A, B•T.

First class radio telephone license, 2 years experience transmitter and control board. Prefer Illinois or midwest. Box 293A, B•T.

First class licensed man, 8 years broadcasting experience, including directional antenna, fm and uhf television, desires work with substantial organization. Box 296A, B•T.

Studio technical personnel for radio and television operation in midwestern metropolitan market. Radiotelephone first license desirable, but not required. Very best of equipment, and excellent employee relationship. State experience, education, draft classification, and provide snapshot. Box 297A, B•T.

CAREER ADVANCEMENT

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE

It's simple prudence to utilize a skilled personnel specialist when seeking a new position.

LOOKING AROUND ? ? ?

- **Do you regularly contact ALL AM, TV stations by mail?**
- **Do you maintain contact with stations throughout the country in your business activity?**
- **Do many stations advise you of ALL open positions?**
- **Do you maintain contact with Washington radio attorneys and consulting engineers representing nearly all stations?**

If you cannot answer these questions in the affirmative . . . you owe it to your family, your career and yourself . . . contact us immediately.

Act now, get your record to us before the NARTB Convention. Washington, D. C. will be employer headquarters May 22nd thru 27th.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg., Washington 5, D.C.

RADIO

Situations Wanted—(Cont'd)

Am-tv engineer. 6½ years experience. Xmtr studio and microwave. Box 302A, B•T.

Three years assistant chief am-fm. One year tv. College graduate. Box 304A, B•T.

1st class phone, RCA grad, vet. Radio or tv station work, prefer northwest. Box 314A, B•T.

Chief—experienced, responsible, middle aged, married, interested relocate permanently south, southeast. Good maintenance. No announcing. Box 325A, B•T.

Radio engineer, first phone. Limited experience, RCA grad, available for transmitter watch or summer relief. Available metropolitan New York only. Box 338A, B•T.

Engineer, now chief 5000 watts am. Want change to central Florida, have technical television education, construction, bookkeeping experience. Minimum $75.00. Box 344A, B•T.

Ten years am; one tv transmitter experience. First phone, car, 30, single. Available immediately. $75 minimum. Write: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

Experienced licensed engineer, college graduate, veteran, 26, single, available immediately. Ray Luttrell, 505 Fifth Avenue, Huntsville, Ala.

Programming-Production, Others

Award winning radio newscaster, all phases, 12 years experience including 50kw, newsreel. Solid commercially. Box 288A, B•T.

Available: Sports, program director. 7 years experience. All phases of sports and programming. Excellent references. Box 289A, B•T.

Newscaster, reporter, editor, three years experience, seeks opportunity news-minded metropolitan station. Box 292A, B•T.

Program director—copywriter, sober, experienced. A.B. degree. Prefer south. Box 343A, B•T.

TELEVISION

Help Wanted

Salesmen

100,000 watt, channel 3, CBS affiliate television station needs experienced salesman starting May 15 as replacement for current salesman with generous on-the-air billings. Compensation—salary plus commission. Write Lloyd Loers, KGLO-TV Mason City, Iowa.

Tv film salesman: Dynamic, field-proved tv weather package produced by world famous private weather consultant. Show has everything needed to make you $1000 month minimum. Other non-competitive lines OK. Liberal commissions, new and repeat business. Exclusive territory. Write today. Confidential handling. Ken Raetz, 460 South Broadway, Denver, Colorado.

Announcer

Need young men with or without radio experience. Send complete information to Smullin tv, Box 1189, Medford, Oregon or Box 1021, Eureka, California.

TELEVISION

Help Wanted—(Cont'd)

Technical

First class engineer for television. Will accept man with tv school background. Contact WINK-TV, Fort Myers, Florida.

Programming-Production, Others

Outstanding opportunity for experienced director both station and sports, strong emphasis on baseball. KSAN-TV, San Francisco, California.

Director-production manager. Must be fully experienced in handling studio film and remote sports and special events programs. Give full particulars about previous experience, salary expected and when available. Contact Bloyce Wright, WAKR-TV, Akron.

Situations Wanted

Salesmen

Ten years radio and television sales experience—now top salesman for east coast vhf handling national and local business. Familiar all phases station operation. Middle aged, married, capable and dependable. Permanent position desired with reliable vhf or good radio station. Box 285A, B•T.

Announcers

Experienced tv announcer, salesman, production, film copywriter, live shows, advertising. College graduate. Excellent references. Active in community affairs. Box 324A, B•T.

Technical

Chief or supervisor position wanted with new television station. Now staff consulting engineer. Experienced all phases AM and TV staff planning installation and adjustment. Box 263A, B•T.

Chief engineer: Experienced all phases tv operation and installation, prefer deep south. Box 298A, B•T.

Three years assistant chief am-fm. One year tv. College graduate. Box 305A, B•T.

Television control supervisor—first phone, telegraph, ham. Five years radio broadcasting including signal corps, plus two years television broadcasting including color and microwave. Presently employed 100kw. Excellent know-how of control-room problems. Technical and otherwise. Must have responsibility and pay in proper proportion—single, 26, Korean vet, no floater. Excellent references and photo available on request. Box 308A, B•T.

Chief engineer tv, three years experience field engineer Philco desires position as chief engineer tv station in south or west. Write Philip Bate, 125 Nelson Drive, Warwick, Va., for resume.

Programming-Production, Others

Producer—Television. Eight years experience at large metropolitan vhf station—studio, master control, network and film operations, remote pickups including all sports. Prefer southeast. References. Box 106A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Program director—Girl Friday wants job with future in radio-tv Los Angeles, San Francisco area. Young, experienced all phases radio, college graduate. Details on request. Box 272A, B•T.

Advancement to more responsible position sought by seasoned tv director (4 years large western metropolitan station). Box 276A, B•T.

Production manager—director 5 years tv experience all phases, some college, single, and would like permanent position with new or established station in U. S. or Canada. Box 277A, B•T.

Woman, 29, over two years experience as film buyer, program director, traffic manager. Desire position in same capacity. Capable of complete organization of new station program and film departments. Excellent references. Details on request. Box 306A, B•T.

News director. Nationally recognized. Presently heading one of the nation's largest radio and television news operations. Will consider change to progressive, news minded tv station that desires top ranking news department. Present commercial billing on local television news exceeds $170,000 annually. Box 319A, B•T.

Film editor, 2 years experience, young, single. Like to direct, or do stage craft. Will work as part-time editor, if need be. Have some theatre experience. Box 342A, B•T.

Desires employment in television. Home economist: 1951 grad. Experienced in teaching, commercial home economics, public relations. Nadine Crawford, Box 341, Fairfax, Missouri.

FOR SALE

Stations

New York City area station. Opportunity for unusual salesman-manager. Half cash, balance over four years. Know and appreciate market values or do not reply. Box 323A, B•T.

WMPA, Aberdeen, Mississippi, fulltime independent. Single station market owner over 36,500. Contact Joe Phillips, WSSO, Starkville, Mississippi.

Florida east coast $43,850—¼ down; Alabama daytimer $55,000—$15,000 down, balance over 10 years; Tennessee single station market $60,000—whole of ½ interest. Paul H. Chapman, 84 Peachtree, Atlanta.

Race station in first year's operation, grossing $84,000; metropolitan market. All cash required. Paul H. Chapman, 84 Peachtree Street, Atlanta.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Please note. Our Mr. Stoll will be at the Palmer House, Chicago, May 15, 16, 17. Waldorf Astoria, New York, 18, 19, 20; Ben Franklin, Philadelphia, 21, 22; Statler, Washington, D. C., 23, 24, 25, 26. Can't we get together and talk over your buying or selling requirements? Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment

Tv field Zoomar lens. Slightly used, perfect condition. Box 270A, B•T.

3 new Houston-Fearless type K-1-A automatic film developers, 16mm, 15 feet per minute capacity. Half original cost; $2,995.00 each. W. E. type 310-B am transmitter, 250 watts, with two xtals and oscillators 1240kc; $895.00. Box 273A, B•T.

3kw GE fm transmitter. GE console model 4BC-1A1. GE rack model 4FA8A1. Western Electric 126C and 143 amplifiers. 2 jack strips. New cost approximately $15,000. First offer of $4,000 F.O.B. Temple, Texas, gets equipment. In use less than three years. Excellent shape. Sell only as package. Box 346A, B•T.

GE type BA-5-A limiting amplifier, good condition, $250.00, J. B. Hatfield, KIRO, Seattle, Washington.

For sale: 5 kw 3 tower phasing unit, formerly used on 1420 kc; 2 water cooled sockets for 892 tubes; 3 porcelain coils for cooling system; 2—170 ft. Blaw Knox towers. Bargain priced. KSDN, Aberdeen, S. D.

For sale—best offer—1 RCA 3 bay channel 6 antenna, 1-300 ft. Blaw-Knox type LT guyed tower, F.O.B., Lansing, Michigan. Contact Charles L. Brady, WJIM-TV.

AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower.

Terms can be arranged.

BREMER BROADCASTING CORP.

1020 Broad Street
Newark 2, New Jersey

FOR SALE—(Cont'd)

For sale: 250 watt Raytheon transmitter. 550 feet of ¾ inch coaxial cable. One tuning unity. This equipment for sale at ½ price due to power increase. Radio Station WMNC, Morgantown, N. C.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies crystal regrinding, etc., fastest service. Send for catalog. Also monitor and frequency measuring service. Edison Electronic Company, Temple, Texas.

WANTED TO BUY

Stations

Radio. Texas, Oklahoma, Arkansas, Missouri, Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

Equipment

Wanted: Used standly power unity. 50kw, 3 phase, 60 cycle. Prefer 460 V output but will consider other voltage. Box 284A, B•T.

Wanted: General Radio 916-A bridge and RCA type WX-2 field intensity meter. Box 294A, B•T.

Anything for 1kw am in any condition. Full details and price first letter. Box 295A, B•T.

Need used console or consolette such as Gates 52-CS—Minimum two mike and turntable input. Box 300A, B•T.

Wanted: Used, in first class condition, micro-wave studio transmitter link unit. Prefer 900mc band operation. Also need antennas for above. Box 341A, B•T.

Wanted: 4 ft. RCA microwave reflector. Also horizontally polarized buttonhook or antenna feed for 4 ft. reflector. Chief Engineer, KGNC-TV, Amarillo, Texas.

Wanted: Used microwave transmitter and receiver. State price and condition. Bill Kessel, KRBC-TV, Abilene, Texas.

Wanted—used Hewlett-Packard model 330-BC, or D distortion analyzer in good condition. WJER, Dover, Ohio.

Wanted: Equipment for 250 watt station including tower. State price and conditions. Contact Bob LaRue, Box 21, Fort Morgan, Colorado.

Instruction

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction by correspondence or in residence. Resident classes are conducted in Hollywood, California and Washinton, D. C. Send for our free brochure and read the famous Grantham guarantee. Write Grantham School of Electronics. Address either Dept. 1-H, 6064 Hollywood Blvd., Hollywood, California, or Dept. 2-H, 737 11th Street, Washington, D. C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

RADIO

Situations Wanted

NEWS PERSONALITY

Available Radio, TV or both. Wide experience all phases news and direction. Solid background, writer and voice. 8 years with top 50 KW Radio and TV station. Mature, authoritative style. Excellent references.

Box 301A, B•T

SPORTSCASTER

Here are my qualifications:

1. **5 years in Radio (some TV).**
2. **Sharp on Baseball, Basketball and Football.**
3. **Good personality, good voice, ambition.**
4. **Presently employed as sports director in small market.**

I would like a permanent job with good station with proper facilities for sports. Photo and references furnished on request. No tapes. Available for personal interview.

Write Box 320A, B•T.

TELEVISION

Help Wanted

FARM EDITOR
TRAFFIC GIRL PRODUCER-DIRECTORS
ANNOUNCERS FILM DIRECTOR
NEWS EDITOR

ALL ARE NEEDED BY TOP POWER SOUTHERN REGIONAL VHF. ALL MUST BE EXPERIENCED. WRITE BOX 315A, B•T, GIVING COMPLETE INFORMATION FIRST LETTER.

Situations Wanted

well experienced, professional in

art & film

Fast creative worker — thoroughly trained, handling all phases of video production — from idea thru storyboard & artwork to finished film or slide. More effective commercials for your local accounts thru use of special effects or animation.

8 years advertising, film-tv background, own motion picture equipment. Married, 28, now tv employed with excellent references.

Interesting, challenging opportunity is more important than higher compensation. If you are interested — write today!

Box 309A, B•T

FOR SALE

Stations

RADIO STATION
—SOUTHWEST—

An exclusive property now available

RALPH J. ERWIN

Box 811 Broker Tulsa

Serving

Texas Oklahoma Kansas
Missouri Arkansas

FOR SALE—(Cont'd)

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

446 ft TV TOWER
Self-Supporting 40 lb. Wind Loading for
12 BAY HIGH BAND ANTENNA
New—Ready to Ship
Contact: Joseph B. Haigh
Texas State Network
Ft. Worth, Texas

WANTED TO BUY

Stations

STATION WANTED NOW
TEXAS—TEXAS—TEXAS
RALPH J. ERWIN
Box 811 Broker Tulsa

INSTRUCTION

NATIONAL ACADEMY of BROADCASTING

3338 16th St., N.W.
Washington, D. C.

Job Getting Courses in
Announcing, Writing, Producing

Call Decatur 2-5580
New Term Starts June 2

By Order of United States District Court

TRUSTEE'S BANKRUPTCY AUCTION SALE

Comprising

Completely equipped G.E. TV Station, including 2 studio camera chains, 2 field camera chains with all accessories, micro-wave, rear screen projector, test equipment, full projection room, control room, and 12 KW transmitter. Real estate and buildings.

All to be offered and sold on premises adjacent to Maxville, Jefferson County, Mo. . . . THURSDAY, May 12, 1955, BEGINNING 11:00 o'clock A.M. (C.D.S.T.).

The property will be offered first in bulk, thereafter in individual detail lots, subject to Court's approval.

Descriptive circular may be had upon application to the undersigned auction management.

JEROME W. SIDEL, TRUSTEE
408 Olive, St. Louis, Mo.

HARRY S. GLEICK, ATTORNEY
Paul Brown Bldg., St. Louis, Mo.

BEN. J. SELKIRK AND SONS, AUCTION MANAGEMENT
4166 Olive Street, St. Louis 8, Missouri

Invitation to Chaos

THE INANITIES of present political broadcasting regulations and the utter idiocy of proposing that existing rules be complicated by one granting candidates free time are becoming more and more apparent.

Within the past two weeks the whole foolish business has been clearly described by people who have personal experience in the field of political broadcasting and who have testified before the Senate Elections Subcommittee.

The subcommittee has heard Harold E. Fellows, NARTB president; Joseph V. Heffernan, NBC financial vice president, and Richard Salant, CBS vice president, explain, in patient detail, why it is hopeless for radio and television to provide intelligent coverage of political campaigns under existing legislation and why it is ridiculous to suppose that anything but further chaos is promised by the proposed rule commandeering time for political candidates.

Mr. Salant, for example, described his company's unhappy experiences during the 1952 presidential campaign in trying to present reasonable, fair and intelligible coverage without running into absurd complications caused by the equal time principle of the Communications Act. To give a candidate of one of the major parties time was to risk being asked for equal time by the candidates of 16 unheard-of parties.

It was his estimate that it would cost U. S. broadcasters from $30 million to $50 million in a presidential election year if the government superimposed a free-time fiat on the existing political broadcasting rules.

What is worse, the broadcasters' loss would not be the public's gain. If free time were accorded every candidate of every party, the babble of crackpot politics would drown out responsible comment. It would become almost impossible for the public to sort out issues and personalities.

Yet the government would have to expropriate time for candidates of all parties if it demanded time for any, for surely the government cannot discriminate against any citizen who wishes and is qualified to get his name on a ballot. It is not for the government to say what candidate deserves how much time. That is a question to be decided by broadcasters, who, as custodians of great news media, have the experience and the judgment to decide whether a candidate is from the lunatic fringe or a serious contender for office deserving of the vast audience that radio and television command.

It is almost unthinkable that in the face of the facts which broadcasters have presented, the Congress would legislate or the FCC rule that candidates must be given a pass key to every radio and television station. It is *almost* unthinkable, we repeat, but not utterly out of the question.

With a major election to be faced next year, it will be a worthy Congressman indeed who resists the temptation to support the principle of free time, particularly when the subject is being further agitated by outsiders like FCC Comr. Frieda Hennock.

Broadcasters who hope to avoid total chaos in political years must help Congressmen resist that temptation.

Target: $40 Billion More

ARNO H. JOHNSON, vice president and director of research of J. Walter Thompson, gave a real assignment to advertising in his speech to the American Assn. of Advertising Agencies [B•T, April 25].

Advertising, he said, must take a leading role in selling $40 billion more goods and services to consumers in 1955-56 to "assure a continuing expansion in our national economy." That would raise personal consumption 17% over the level of 1954.

Obviously, if advertising is to carry out that job, more money must be spent on advertising. It also is true that in addition to more advertising there will have to be better advertising.

More advertising and better advertising are of special interest to radio and television. Increased spending by advertisers cannot help but mean more revenue for the broadcast media, especially if there is an attendant improvement in advertising methods and techniques.

Television, still dynamically expanding, is bound to get a big piece of any increase in advertising volume. Indeed the advertising increases which are certain to come about will, with equal certainty, provide the necessary support for a fully competitive television system.

With better advertising there will come a renewed interest in radio. Improved advertising techniques are bound to discover on a general scale what many advertisers are already discovering—that radio is still the best low-cost advertising vehicle.

Now, of course, it is up to radio and television themselves to participate in boosting the advertising economy. They cannot confine their function to merely sitting in wait for advertisers to pump more money their way.

The challenge to raise national consumer sales by $40 billion is as much radio's and television's as it is anyone's. Better programming, better selling, better research, better management in radio and tv will contribute major roles in achieving better and more advertising.

Drawn for BROADCASTING • TELECASTING by Duane McKenna

"We thank our regular sponsors for relinquishing the next several hours for free broadcasts by candidates of the Vegetarian Party, the Poor Man's Party, the Greenback Party, the Constitution Party, the Progressive Party, the Prohibition Party, the . . ."

Departure and Arrival

THE retirement of CBS Radio President Adrian Murphy, at the age of 49, has set off a rash of daydreaming, envy and rumormongering among others less fortunate than he.

How irresistibly the mind strays from the insistent telephone, the client crisis, to the sunswept beach and the clockless summer on a New England shore.

How equally irresistible is the urge to find a hidden motive or a power struggle to explain why a man should quit at the $65,000-a-year pinnacle of his broadcasting career.

As for us, we join in the daydreaming and, we must confess, the envy: It would be pleasant to know that, at 49, we could quit tailoring our life to the cramped schedules of printing presses and begin tailoring time to our own uses and desires. But we do not join in the rumor-mongering.

There is no evidence that Mr. Murphy's retirement came about for any reason other than that he gave B•T last week. Having the financial resources, he decided to leave the tiring pace while he was still healthy and young enough to enjoy leisure.

Mr. Murphy is a fortunate man and CBS is a fortunate company—fortunate to have had Mr. Murphy and to have another executive of undeniable talent and experience to succeed him. Mr. Murphy, on a sunny Massachusetts beach, and Arthur Hull Hayes, in the challenging office of CBS Radio president, have the good wishes, we are sure, of all their colleagues.

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LEADERSHIP IN PITTSBURGH

		*In Home**	*Out of Home†*
6 a. m. — 12 noon	Mon.-Fri.	**WWSW** LEADS	**WWSW** LEADS
	Saturday	**WWSW** LEADS	**WWSW** LEADS
	Sunday	**WWSW** LEADS	**WWSW** LEADS
12 noon — 6 p. m.	Mon.-Fri.	**WWSW** SECOND	**WWSW** LEADS
	Saturday	**WWSW** LEADS	**WWSW** LEADS
	Sunday	**WWSW** LEADS	**WWSW** LEADS
6 p. m. — 12 mid.	Mon.-Fri.	**WWSW** SECOND	**WWSW** LEADS
	Saturday	**WWSW** SECOND	**WWSW** LEADS
	Sunday	**WWSW** THIRD	**WWSW** SECOND

*Pulse, Jan.-Feb. '55 †Pulse Winter '55

WWSW

5000 WATTS—970 KC
24 HOURS EVERY DAY